



PONDICHERRY UNIVERSITY

(A Central University established by an Act of Parliament No.53 of 1985)

DIRECTORATE OF DISTANCE EDUCATION

TWINNING PROGRAMME



ST. JOSEPH'S COLLEGE

TIRUCHIRAPPALLI

**PROSPECTUS
2017 - 2018**

TWINNING FOR MEANINGFUL LEARNING

THE TWINNING PROGRAMME

The Twinning Programme is an innovative educational concept which widens the scope of educational opportunity and access for students. The twinning concept envisages a tie-up between Directorate of Distance Education, Pondicherry University and St. Joseph's College, Tiruchirappalli. The Management and other programmes already offered by Pondicherry University through Distance Mode are now offered at St. Joseph's College, Tiruchirappalli. This twinning concept gives a gamut of choices to the student community to learn and assimilate the basics of the subjects of the various programmes through a well-designed and meticulously executed academic rigour.

The marked difference between the conventional Distance Education programmes and this innovative twinning programme is that the students would undergo a rigorous extended class room session on all Sundays during the academic year instead of the usual FIVE days Personal Contact Programmes.

THE TWINNING INSTITUTIONS

1. PONDICHERRY UNIVERSITY

1.1 ESTABLISHMENT AND ROLE

Pondicherry University is an outstanding institution of higher education and is one of the Central Universities in India. Teaching research extension and outreach are the primary functions as seen in all Central Universities. In addition, it has also affiliated colleges located in Puducherry, Karaikal, Mahe, Yanam and the Union Territory of Andaman & Nicobar Islands. The Union Territory of Lakshadweep is also expected to have a college affiliated to Pondicherry University in the near future. The Pondicherry University Act, 1985 which has several unique features established the University

i. to disseminate and advance knowledge by providing instructional and

research facilities.

ii. to make special provisions/or studies in French and for integrated courses in humanities and sciences in the education al programmes.

iii. to take appropriate measures for promoting interdisciplinary studies and research.

The vast jurisdiction over three Union Territories gives the university a national character. The residents speak such diverse languages like Tamil, Hindi, Bengali, Malayalam, Telugu, English and French coupled with the university's policy of providing the freedom to affiliated institutions to choose the languages in which they impart education. This diversity with the underlying unity of higher education makes it a microcosm of the Indian polity. Thus, it aims to live up to the expectations of the people of India in providing a platform for the growth of togetherness.

1.2 CAMPUS

The University's campus is on 780 acres spread on either side of the East Coast Road with the large bush green forest within the campus. The land is an invaluable gift from the people and the Government of Puducherry for the establishment of the University. The land is gently rolls down to the beaches and is interspersed with lovely woods. Cut by a picturesque and deep ravine, this idyllic campus is on the fast track to developing into an ideal breeding ground for innovation and creativity.

1.3 STATUS

The University Grants Commission has provided funds for the development of the University. It is a member of the Association of Indian Universities and the Association of Commonwealth Universities. The Pondicherry University has more than 250 active and erudite members in different Schools, Departments and Centres/Units. Currently there are around 2,200 students pursuing their Post-Graduate and Doctoral Programmes in the campus. These apart, several

thousand students are on the rolls of the University through the Directorate of Distance Education, the Community College and 74 affiliated Colleges contributing to the richness of the University's learning experience. The University is academically organized at several levels for efficient functioning. The teaching and research is carried out in the schools which facilitate interdisciplinary work. In each School there are several departments where teaching programmes are conducted. The Centres are organized to carry out innovative research in emerging areas.

The primary objective of all the academic effort is to build a strong foundation with all necessary infrastructures for expanding the horizons of knowledge and disseminate it efficiently. Extension activities are also an integral part of the University's activities. The University's commitment to innovation in the field of education is reflected in several spheres. It was the first University to provide the students with choice in the courses they want to study. The choice based credit system unitizes the courses and allows freedom of choice within the framework of the system. The students can now choose courses from other departments and schools to augment their knowledge base, so that they can face the world on their graduation with confidence.

1.4 DISTANCE LEARNING

The Directorate of Distance Education (DDE) is one more feather in the cap of the Pondicherry University. The University in the academic year 1995-96, entered into the field of distance education to cater the needs of the student community. It serves the citizens who have been denied the opportunity to continue their studies earlier. The programmes offered by the Directorate are innovative and job-oriented. The programmes such as MBA with four specializations in Marketing, Finance, International Business and Human Resource Management are some of the very emerging programmes to be launched through Distance mode. The curriculum of the programmes has been designed in such a way so that the course content is the most up-to-date and

stimulates every aspiring manager to enroll. Its uniqueness lies in the Personal Contact Programmes which are conducted regularly and systematically for all the programmes. Experienced Faculty from various Universities/Industries is drawn to deliver lectures so that the target audience receives the maximum benefit and derive academic inputs from these Personal Contact Programmes.

At the end of every Personal Contact Programme, the students are asked to evaluate and give a feedback on the Programme conducted so that an objective assessment of the programmes is made. Course materials are prepared assiduously by experienced Faculty who has made a mark in their area of specializations.

The Directorate has opened Personal Contact Programme centres in some important cities spread throughout the length and breadth of this country, starting from Kashmir to Kanyakumari. Some of the remote centres are Jammu, Port Blair and Guwabati. These centres have been chosen in such a way that the student community throughout the country is given ample opportunity to improve their academic credentials and job prospects.

2. St. Joseph's College, Tiruchirappalli

St. Joseph's College (SJC) which is the host institution for MBA twinning programme is an affiliated first grade College of Bharathidasan University. It was established in 1844 by the Jesuit Fathers of Society of Jesus. The College celebrated its centenary in 1944, Sesquicentenary in 1995, Five Stars status by NAAC in 2000, recognized by UGC as College with Potential for Excellence in 2004, reaccruited by NAAC with A+grade in 2006 and again reaccruited with 'A' grade in 2012 and awarded Special Heritage status by UGC in July 2015.

This college trains young men and women of quality to be leaders in all walks of life so that they may serve the people of the nation in Truth, Justice and Love. It also strives to be an agent of social change, instilling an awareness of the great need in India for social justice based on the dignity of the human

person. It strives to make its own contribution towards the transformation of the present social condition so that justice, equality and moral values enshrined in the constitution of India may prevail in the daily life of every citizen on India

The college has produced eminent personalities like Dr. A.P.J Abdul Kalam (Former President of India), Prof. G.N Ramachandran (Renowned Physicist), Shri N Gopalaswamy (Former Chief Election Commissioner), Major M. Saravanan (Indian Army, Vir Chakra Awardee) and many more luminaries. The College commenced with the noble cause of providing educational service to the needy people is all set to celebrate its 175th year of service in 2018-19 to rededicate itself to the cause of higher education.

2.1 Motto

‘Pro Bono Et Vero’ meaning ‘For the Good and the True’

2.2 Quality Policy

Guided by the foundational values of the Founders and governed by the policies of Jesuit Higher Education, SJC aspires to provide education with excellence and scholarship of the highest quality to advance the frontiers of knowledge and to prepare the individuals for life, work and leadership. Every Individual owes it to one another to uphold certain basic values of SJC family that sustains our quality. Every effort is made by the institution to:

- Inculcate moral, ethical and social values among staff and students;
- Show respect for the rights, differences and dignity of others;
- Promote an ecosystem of learning for the academic standing through knowledge generation and management;
- Provide the best possible infrastructure to assist the learning and formation of students;
- Enhance the competency of the faculty to higher level and to promote the modern methods of teaching-learning-

evaluation in various programmes offered; and

- Network and collaborate with national and international institutes/industries and to promote R&D for the growth of economy of our nation.

HIGHLIGHTS OF THE TWINNING PROGRAMME

- Classes are conducted only on Sundays from 8.30 am to 1.30 pm at St. Joseph's College.
- Students' attendance is maintained by St. Joseph's College.
- Best Teaching by highly qualified and experienced faculty of St. Joseph's College, other centers of excellence in Tiruchirappalli and experts from the industry.
- Course Completion Certificate issued by St. Joseph's College, in addition to the Degree conferred by Pondicherry University.
- University Examinations are conducted in St. Joseph's College.
- Library facility for twinning programme
- Project Guidance provided for all final year students
- Special recognition from the corporate world.
- Admission on FIRST COME FIRST SERVED basis.

REGULATIONS FOR ADMISSION TO MBA PROGRAMMES

Eligibility

A candidate shall be eligible for admission to MBA programme in Marketing / Finance / International Business / Human Resource Management and General if he/she has passed any Degree from a recognized University. Applicants possessing degrees awarded by the Universities not recognized by the UGC are not eligible for admission.

Students awaiting for their UG final year results may also apply and get provisionally admitted. However they must produce the mark sheet/degree

certificate as proof for fulfilling the prescribed eligibility criteria on or before 30th September, 2017 or obtain prior permission from the Programme Coordinator failing which the provisional admission will be cancelled forthwith

Duration of the Programme

The duration of the programme is Two years through English medium under semester pattern spread over four semesters.

Course Completion Period

All Post Graduate courses including MBA programme must be completed within FOUR years (2+2) from the year of admission.

Change of Course

Candidates seeking admission to various courses of MBA with specialisation are requested to exercise utmost care before choosing their course of study. Once admitted, Change of specialisation will not be permitted at any stage and at any cost.

FEE STRUCTURE FOR MBA COURSES

Sl.No.	Particulars	Fees
1	Registration Fee	200.00
2	Matriculation Fee	50.00
3	University Development Fee	1,000.00
4	Recognition Fee*	200.00
5	Study Material Fee & Handling Charges	4,050.00
6	Tuition Fee (for four Semester)	40,000.00
	Total	45,500.00

* If UG Degree is from Foreign Universities, a sum of Rs. 450 has to be paid instead of Rs.200/-

THE FEE MAY ALSO BE PAID SEMESTER- WISE AS FOLLOWS

Particulars	Fees
First Semester Fees (To be paid at the time of Admission)	15,500.00
Second Semester Fees	10,000.00
Third Semester Fees	10,000.00
Fourth Semester Fees	10,000.00
Total	45,500.00

One time fees payable to the College- Rs. 2000/- for Identity card, Project guidance and Convocation

COURSES OFFERED BY DDE THROUGH ST. JOSEPH'S COLLEGE

(Approved By Distance Education Bureau, UGC, New Delhi)

MBA PROGRAMMES (2 Year -Four Semesters)*

Name of the Course and code	
Master of Business Administration in Marketing (36)	Master of Business Administration in Human Resource Management (39)
Master of Business Administration in Finance (37)	
Master of Business Administration in International Business (38)	Master of Business Administration in General (43)

*Any degree from a recognized university under 10+2+3 or 11+1+3 or 11+2+2 streams

COURSE STRUCTURE FOR SEMESTER PATTERN

MBA -First Year (Common to all MBA Courses)

Semester – I		Semester – II	
Paper Code	Paper Title	Paper Code	Paper Title
MBAC1001	Management Concepts and Organizational Behaviour	MBAC2001	Financial Management
MBAC1002	Managerial Economics	MBAC2002	Marketing Management
MBAC1003	Accounting for Managers	MBAC2003	Human Resource Management
MBAC1004	Business Environment and Law	MBAC2004	Operations Research & Management
MBAC1005	Research Methodology	MBAC2005	Strategic Management

SECOND YEAR: SPECIALIZATIONS
MBA – Marketing (Course Code: 36)

Semester – III		Semester – IV	
Paper	Paper Title	Paper	Paper Title
MBMM3001	Consumer Behaviour	MBMM4001	Rural Marketing
MBMM3002	Marketing Research	MBMM4002	Services Marketing
MBMM3003	Industrial Marketing	MBMM4003	Advertising and Sales Promotion
MBMM3004	Logistics & Supply Chain Management	MBMM4004	Customer Relationship Management
MBMM3005	Retail Marketing	MBMM4005	Global Marketing
		MBMM4006	Project Work

MBA - Finance (Course Code: 37)

Semester – III		Semester – IV	
Paper Code	Paper Title	Paper	Paper Title
MBFM3001	Strategic Financial Management	MBFM4001	Investment and Portfolio Management
MBFM3002	Banking and Indian Financial Systems	MBFM4002	Global Financial Management
MBFM3003	Merchant Banking and Financial Service	MBFM4003	International Trade and Finance
MBFM3004	Project Management	MBFM4004	Security Market Operations
MBFM3005	Management Accounting	MBFM4005	Financial Derivatives
		MBFM4006	Project Work

MBA - International Business (Course Code: 38)

Semester – III		Semester – IV	
Paper Code	Paper Title	Paper Code	Paper Title
MBIB3001	International Business Environment	MBIB4001	Global Financial Markets
MBIB3002	Management of Multinational Corporations	MBIB4002	Foreign Trade Policy
MBIB3003	International Business Laws	MBIB4003	Cross Cultural Business Management
MBIB3004	Global Marketing Management	MBIB4004	International Logistics Management
MBIB3005	EXIM Financing and Documentation	MBIB4005	Forex Management & Currency Derivatives
		MBIB4006	Project Work

MBA - Human Resources Management (Course Code: 39)

Semester – III		Semester – IV	
Paper Code	Paper Title	Paper Code	Paper Title
MBHR3001	Human Resource Development	MBHR4001	Organizational Development and Change
MBHR3002	Performance Management	MBHR4002	Human Resource Accounting
MBHR3003	Knowledge Management	MBHR4003	Compensation Management
MBHR3004	Industrial Relations Management	MBHR4004	Human Resource Information Systems
MBHR3005	Employee Legislation	MBHR4005	Global HR Practices
		MBHR4006	Project Work

MBA - General (Course Code: 43)

Semester – III		Semester – IV	
Paper Code	Paper Title	Paper Code	Paper Title
MBGN3001	Consumer Behaviour	MBGN4001	Investment and Portfolio Management
MBGN3002	Performance Management	MBGN4002	Services Marketing
MBGN3003	Merchant Banking and Financial Services	MBGN4003	Information Technology & E-Business
MBGN3004	Management Control Systems	MBGN4004	International Business
MBGN3005	Entrepreneurship Management	MBGN4005	Training & Development
		MBGN4006	Project Work

PROCEDURE FOR ADMISSION

Two sets of filled in application form, along with two passport size photographs and originals and also the copies of 1) 10thStd, 2) Plus Two, 3) U. G. Provisional or Degree Certificates, and 4) all the Statements of Marks should be submitted in person. Transfer Certificate is not required for the admission. The original certificates will be returned after verification.

The Admission Committee, if satisfied, will request you to pay the fee through bank. Fees once paid will not be refunded. After the payment of the fees the candidates are advised to keep the receipt for their future reference.

Candidates waiting for the results are also eligible to apply. Such candidates must produce 1) 10thStd, 2) Plus Two Certificates, and 3) all the U.G. mark sheets. However, the U.G Provisional or Degree Certificates, should be

submitted in our office on or before 30.08.2017. Failing to do so will result in the cancellation of admission and no money will be refunded.

IMPORTANT INFORMATION ABOUT THE PROGRAMME

Identity Card

Students will be issued identity card by the College. Students must wear their original Identity Cards around their neck when and wherever they are in the St. Joseph's Campus. In the event of the original card being lost, duplicate Identity Card will be issued only on payment of the prescribed fee of Rs.200/-

Contact Classes

There will be classes on prescribed Sundays in the campus of St. Joseph's College. No student should be found anywhere in the campus during class hours without the permission of the Coordinator. A minimum of 80% of attendance is necessary to make a student eligible for University examinations.

University Examinations

The Examinations will be held in June/December every year for all the programmes in St. Joseph's College Campus itself. There is no internal assessment for any programmes and the marks are awarded only on the external component for 100 marks with a passing minimum of 50 marks in each subject.

Application Forms For University Examination

Application forms for the examination shall be collected from the Administrative Office, PU-SJC, St. Joseph's College, Tiruchirappalli, one month before the commencement of examination. Details of the examination such as fees, timetable, date etc., can be obtained from the College. Hall tickets for the examinations will be issued only by the College. Hall Tickets must be collected on or before the prescribed dates. No Hall Ticket will be issued to students after

the last date. Students will be permitted to appear for examination for a maximum period of three years from the year of completion of actual duration of the programme.

Classification Of Successful Candidates

Candidates securing not less than 60 percent marks shall be placed in First Class, and those who obtain marks between 50 percent and above but less than 60 percent shall be placed in Second Class for all the MBA programmes.

Improvement /Re-Totaling /Revaluation

There is no provision for writing improvement examinations under any circumstances in the Directorate of Distance Education. However, re-totaling and revaluation of papers can be done for which the student has to pay a fee of Rs. 250/- per paper for re-totaling and Rs. 300/- per paper for revaluation. Requests pertaining to re-totaling/revaluation will be entertained only within a span of 15 days from the date of declaration of results. Requests received beyond this date will summarily be rejected. Students, who failed in more than 2 papers, are not eligible for revaluation. The Examination related evaluation disputes/answer scripts will be entertained up to a period of six months from the date of examinations and thereafter no claim will be entertained in this regard. Any request for re-totaling/revaluation would be forwarded through the Co-ordinator of the Twinning Programme of St. Joseph's College. Direct request will not be entertained by the Directorate.

Provisional Certificate

The Office of the Controller of Examination of Pondicherry University will issue the Provisional Certificate to the successful candidates through St. Joseph's College, Tiruchirappali.

Degree Certificate

Degree certificates will be issued to candidates only if they apply for the same.

Besides, St. Joseph's College will provide course completion certificate to all successful candidates.

DISCIPLINARY RULES

Since the programme is conducted at St. Joseph's College the students should abide by the following disciplinary rules prescribed by the college.

1. The Students shall endeavour to conduct themselves in a manner worthy of the students of the University/ college in their dress, demeanour and sense of discipline. Students must strictly adhere to the Dress Code prescribed by the college.
2. Dress Code: Every Student is expected to be in simple and modest formal dress. Girls are expected to be either in saree with sleeved blouse or chudidhar or salwar kammies with sleeved kurtha with duppatta. Tight outfits are strictly prohibited. Boys are forbidden to wear collarless T shirts. The T shirts, with collar, should not have any indecent wordings.
3. They shall greet their teachers on the occasion of first meeting for the day within the premises of the college, and whenever they meet them in public. When the teacher enters the classroom, the students must rise, remain standing till they are directed to sit, or till the teacher takes his seat. When the attendance roll is called, each one must rise and answer to his/her name or register number.
4. Students who are absent from classes for two weeks or more at a stretch without the permission of the Coordinator obtained in writing will be considered to have left the College.
5. Possession and the use of cell-phone in the class is strictly prohibited. The safety of valuables, if brought, is at your own risk.
6. Students should maintain a sense of decorum and discipline at all times, both inside and outside the college. Those who are guilty of serious

misconduct or whose presence in the college is detrimental to the order and discipline on the campus are liable to be expelled.

7. Congregating on the road in front of the college or at the entrance of the college creates a bad impression on the passers-by and therefore, shall be avoided.
8. Students are not expected to sit on the steps of the staircase or on the steps of the portico of the college.
9. They shall treat the College property with great care and consideration. They should not make any marks on the furniture or walls. Any damage or destruction of the College property will be punishable individually or collectively.
10. Students are forbidden to organize or attend any meeting within the College, or to collect money for any purpose or to circulate any notice or petition of any kind among the students or paste it on the College notice boards without the written permission of the Principal/Director
11. Active participation in politics is not compatible with the academic life of students and as such, students are not expected to indulge in public activities which are of a political nature.
12. Students are not allowed to make complaints in a body or present any collective petition, but they are welcome to present their case politely, if any, either individually or through their proper representatives.
13. Any unruly behavior in our administrative office will be seriously dealt with.
14. All the students, including the arrear students, must strictly follow the due dates stated by our office for everything. Students are expected to keep in touch with our office administration
15. Movement of vehicles in the College campus shall be in a moderate speed.

16. Smoking within the college campus is strictly prohibited.
17. Throwing about waste paper, defacing the walls and committing nuisance on the college grounds are punishable offences.
18. Students must possess their identity card, and their vehicles passes (if any) whenever they come to the college and show it to the persons concerned whenever asked for,
19. Only students who are on the rolls of the college and their parents can enter the college campus.

NOTE:

(i) The College reserves the right to make changes in the information provided herein. This cannot be quoted for any sanction.

(ii) Notwithstanding the information given in the information brochure the university has the ultimate right to decide any issue as per its rules and regulations.

*Puducherry
July 2017*

*Prof. Sibnath Deb, Director (i/c)
DDE, Pondicherry University*

ADMISSIONS FOR THE YEAR 2017 - 2018

Admission Procedure

1. The duly filled-in Application forms (2sets) are verified along with all the necessary documents (2sets).
The admission timing is: 09.00 am to 12.00 noon only.
2. Bank Challan is given along with the Enrolment Number.
3. The Challan is filled by the Candidate as per the details found in the Prospectus and also on the Notice Board.

4. Then the Challan is taken to the SIB Bank during its working hours, situated near the main gate of the college and Payment is made.
5. The cash to be paid in SIB is Rs. 15500/(Challan- 1)- and Rs. 2000/- (Challan-2). The Total Amount to be paid is Rs. 15500/- + Rs. 2000/- =Rs. 17500/-
6. After the payment the Candidate meets the Coordinator along with his or her copy of the challan and gets admitted.

Check List

Please check whether you have arranged the documents in the following order so that we serve you better and faster.

1. Application Forms (2sets) with recent passport size photo pasted on the application forms. One additional photo for ID Card to be enclosed
2. 10th Std Certificate - Original and 2 sets of attested Xerox copies.
3. Plus Two Certificate - Original and 2 sets of attested Xerox copies.
4. U.G. Degree Certificate - Original and 2 sets of attested Xerox copies.
5. All the Statements of Marks - Original and 2 sets of attested Xerox copies.
6. If the VI Semester Mark Statement is not available for those who have completed their degrees in May 2017, they should bring the Print out of their downloaded VI Semester Mark Statement with the attestation from college Principal/Controller.

Note

- At the time of admission, the concerned candidate must come in person and not his or her representative.
- Admissions will be on First Come First Served basis only.
- Admissions will be done from Monday to Saturday.
- No Admission on Sundays.

OFFICE TIMINGS

Office Working Days

Tuesday to Saturday	09.00 am to 01.00 pm. & 02.00 pm to 05.00 pm
All Mondays	Holidays
All Sundays	Classes only

Classes

Classes are conducted seriously on specified Sundays from 08.30 am to 01.30 pm. Students are kindly requested to attend all the classes seriously. On those Sundays when classes are not conducted office will remain closed for all academic transactions.

CONTACTS

Enquiries and Correspondence

Dr. F. R. Alexander Pravin,
Coordinator,
PU - SJC Twinning Programme,
St. Joseph's College (Autonomous),
Tiruchirappalli – 02.

Phone

Office - 0431-4226399
Mobile - 9789492806

Email

pravindurai@mail.sjctni.edu

Website

<http://www.sjctni.edu>

IMPORTANT NOTE

- It is the student's responsibility to read and be familiar with the policies and regulations as laid down in this Prospectus. In case of any dispute, ignorance of regulations cannot be used as an excuse.
- Twinning Programme students should approach only the Office of the PU-SJC Twinning Programme, St. Joseph's College, Tiruchirappalli for all their needs and not the DDE, Pondicherry University.

*******WISH YOU ALL THE BEST*******