

# Rajalakshmi School of Business PGDM

(Post Graduate Diploma in Management)

Student Information Handbook

Academic Year - 2018-2020



City Office: #69, New Avadi Road Kilpuak, Chennai- 600 010

Ph- 044- 3718 1601/02

Campus: Kuthambakkam, Chennai- 600 124 Ph- 044- 3718 6501/00

RAJALAKSHMI  
SCHOOL OF BUSINESS



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**PGDM**

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## **CHAPTER 1 - About RSB**

Rajalakshmi School of Business is a full- fledged stand-alone Business School from the Rajalakshmi group of institutions, a Chennai based 20 year old premier and reputed educational house. RSB's Post Graduate Diploma in Management (PGDM) is designed specifically to meet the changing trends and requirements of the modern business world. Apart from enabling promising careers and helping you become great leaders in the business world, RSB is also committed to growth and service to the business community through its successful student graduates.

### **1.1 Vision of RSB:**

To excel in promoting the best management education, thereby producing leaders for global needs.

### **1.2 Mission of RSB:**

To impart industry relevant and globally impactful management education.

### **1.3 Program Learning Goals (PLGs) & Program Learning Objectives (PLOs)**

#### **Knowledge related PLG:**

Our graduates demonstrate proficiency in applying contemporary knowledge in different management domains integrated with the latest technologies and tools in an effective manner in any kind of organization worldwide.

#### **Knowledge related PLOs:**

**PLO1:** Our graduates are proficient in the theories; concepts and latest trends in different management domains.

**PLO2:** Our graduates are adept in applying their knowledge and learning to any kind of an organisation in an effective manner

**PLO3:** Our graduates are vigilant about the best practices in IT enabled management domains and are able to use this knowledge to the success of organisations in an effective manner.

**Skills related PLG:**

Our graduates are effective, potential global leaders and entrepreneurs with relevant problem solving and team skills.

**Skills related PLOs:**

**PLO1:** Our graduates are dynamic, proactive, result-oriented leaders and entrepreneurs exhibiting appropriate decision making skills.

**PLO2:** Our graduates are innovative thinkers and conversant in change management.

**PLO3:** Our graduates are sensitive to the needs of diverse cultures and are collaborative team players.

**Attitudes related PLG:**

Our graduates are mature leaders who are perseverant learners, adaptive to changing business environments and sensitive to the diverse work cultures.

**Attitudes related PLOs:**

**PLO1:** Our graduates are goal-oriented and are persistent in their efforts to new learning.

**PLO2:** Our graduates are alert to change in economic and business trends and capable of adapting strategies to the change.

**PLO3:** Our graduates are global citizens and sensitive to corporate social responsibilities.

**Values related PLG:**

Our graduates are ethical decision makers with genuine care for a positive impact on the triple bottom line –People, Profit and Planet.

**Values related PLOs:**

**PLO1:** Our graduates are capable of resolving ethical dilemmas that arise at the business. **PLO2:** Our graduates care about providing employment and a better standard of living to people through their business growth.

**PLO3:** Our graduates are sensitive to the impact of their carbon footprint on the environment.

## **CHAPTER 2 - Student Registration**

### **2.1 Identity Card**

- Each student will be issued an RSB Identity Card with a unique registration number, on joining the program. The card is the property of RSB and is valid only for the duration of the program admitted for.
- The unique RSB registration number is to be mentioned in all communication and submissions to the faculty, and the academic administrative office.
- Students are required to carry their Identity cards at all times, while in the Institute.
- A student losing his/her Identity card or wanting a duplicate copy in exchange of a damaged one will have to report immediately to the academic administrative office.
- To replace the lost or damaged card a formal application in the prescribed format available with the academic administrative office along with a fresh copy of his/her stamp size photograph along with a fine of Rs. 500 will have to be submitted.

## CHAPTER 3 - About the Program

The PGDM program is a full time, two year, fully residential program spread across six trimesters, with three trimesters in each academic year and has been designed to optimize the learning outcomes and the ability to apply knowledge into practice through integrated management courses and labs, general management courses and labs, core courses and electives

### 3.1 Term 0 Courses

The PGDM program starts with a pre-program requisite called the Term 0. The Term 0 offers foundation courses in Mathematics and Statistics, Accounting, IT and Communication. These foundation courses are a primer intended to bring all students coming from varied Bachelor's programs on par with each other and therefore are pre-requisites to the courses that the students shall learn later in the program. Attendance of the Term 0 classes is mandatory.

### 3.2 Course Structure

The following table gives the number of courses, the number of credits for all courses and the contact class hours including lecture and tutorial/lab hours, to be offered in the first year of the program in this academic year 2018 - 19.

A class hour would constitute 60 minutes and the required number of class hours for all the courses shall be scheduled across 10 teaching weeks in every trimester.

#### Courses in the first year:

##### Trimester 1

No.	Course Title
MS1101	Marketing Management 1
MS1201	Introduction to Financial Accounting
MS1301	Fundamentals of Organizational Behaviour 1
MS1501	Business Applications Software Lab
MS1801	Fundamentals of Economics 1
MS1802	Data Analysis for Management
MS1901	Professional Development Workshop 1

##### Trimester 2

No.	Course Title
MS1102	Marketing Management 2
MS1202	Financial Management 1
MS1303	Fundamentals of Organizational Behaviour 2
MS1401	Operations and SCM Management
MS1204	Introduction to Managerial Accounting



MS1502	Systems Analysis and Design
MS1803	Organizational Processes and Communications 1
MS1804	Fundamentals of Economics 2

### Trimester 3

No.	Course Title
MS2801	Industrial and Business Domains 1
MS1103	Fundamentals of Market Research
MS1203	Financial Management 2
MS1302	Human Resources Management
MS1303	Organizational Processes and Communications 2
MS1805	Quantitative and Analytical Models
MS1806	Professional Development Workshop 2
MS1902	Environment of Business

Courses in the second year would consist of few core course and electives from the respective specializations that you would opt for from the course listed under the various specializations.

### Courses in Year 2

#### Trimester 4

No.	Course Title
MS2803	Industrial and Business Domains 2
MS2802	Legal Aspects of Business
	Elective 1
	Elective 2
	Elective 3
	Elective 4
	Elective 5

#### Trimester 5

No.	Course Title
MS2804	Strategic Management
MS2301	Leadership and Managing Teams
	Elective 6
	Elective 7
	Elective 8
	Elective 9

**Trimester 6**

No.	Course Title
MS 2805	Industrial and Business Domains 3
MS 2806	Business Ethics and Corporate Governance
	Elective 10
	Elective 11
	Elective 12
	Project

**Specializations and Electives in Year 2**

<b>Marketing Electives</b>	
1	Brand Management
2	Customer Relationship Management
3	Consumer Behaviour
4	Services Marketing.
5	Rural Marketing.
6	Advertising and Marketing Communications
7	Digital and Social Media Marketing
8	Marketing Tools, Strategies and Innovation.
9	Marketing Analytics
10	Sales and Distribution Management
11	Current Trends in Marketing
12	Retailing: Models, Operations and Strategies.
13	B2B Marketing
14	Global Marketing.
15	Business of Cinema

<b>Operations Electives</b>	
1	Project Management
2	Logistics Management
3	Warehousing and Network Design
4	Supply Chain Analytics
5	Lean Enterprises and Manufacturing Technology
6	Total Quality Management
7	Operations Strategy
8	Business Process Re-engineering
9	Service Operations Management
10	Green Supply chain

<b>Finance Electives</b>	
1	Project Finance
2	Indian Capital Market and Financial Systems

3	Business Taxation
4	Bank Management
5	Mergers and Aquisitions
6	Capital Budgeting and Financial Decisions
7	Risk Management and Insurance
8	Corporate Valuation
9	Security Analysis and Portfolio Management
10	International Financial Management

<b>Human Resource Management Electives</b>	
1	Strategic Human Resource Management
2	Organisational Development
3	Human Resource Management Information System
4	Training & Development
5	Industrial Relations
6	Performance Management
7	Interpersonal Skills
8	Talent Management
9	Diversity & Inclusion Management
10	Compensation Management

### **3.3 Pedagogy**

The faculty and students interact through lectures and weekly seminars/tutorials, case studies, business games and other participative group exercises imparted through a blend of classroom and non-classroom activities to make learning highly effective.

Each student shall be allocated into a learning group and must adhere to the group in which he/she has been placed.

The students will be responsible for organizing their own study pattern.

#### **3.3.1 Teaching Learning Process**

A variety of teaching pedagogy is used to ensure and constantly improve the teaching – learning process and is a judicious mix of classroom teaching, case discussions, seminars etc as listed below:

- Lectures
- Tutorials,
- Workshops,
- Case Studies,
- Individual/ Group Exercises and Interactive sessions,
- Audio/ Video Presentations,
- Seminars presentations (individual and group work),

- Guest Lectures,
- Quiz/ Business Games,
- Role Plays/ Real Life Simulations etc.
- Industrial Visits/ field visits/work/studies/surveys,
- Study tours,
- Movies and Video Clippings,
- Guided self-study, most importantly,
- Peer learning.

### **3.3.2 Lectures**

A lecture is an oral presentation with requisite aids given by faculty on a particular topic. A series of lectures gives all students a common basis on which to approach a course. Students should treat lectures as a starting point for their own thinking and reading, rather than assuming that it will provide all the facts or answers they need.

### **3.3.3 Peer Learning through tutorials and other group projects**

Peer learning is a very useful and often a very effective learning tool. Most of the tutorial and other learning activities mentioned in the list above involve learning in groups. Students shall be assigned to a learning group at the start of the term. They are required to work in their allotted groups on exercises, cases, on a piece of written work, group projects, quizzes, role plays, group discussions etc in these tutorials/seminars/workshops/lab hours.

### **3.3.4 Written Assignments**

Written assignments constitute an important component of the learning process in the program. Most courses will require written assignments which may be as an individual piece of work, or as a group report.

Students will be expected to complete written assignments, essays and reports on time. These will form a part of their academic assessment. Late submissions of written assignments are not allowed.

### **3.3.5 Guided Self Study**

Self- study is a very crucial aspect of all students' academics. A considerable amount of private reading will be necessary for the development of insight into a subject. They are encouraged to develop the habit of scheduling their self- study hours and diligently adhering to it.

## **CHAPTER 4 - Attendance Requirements**

### **4. Attendance**

RSB has zero tolerance to absence from classes without prior permission. Students are expected to be regular and punctual in attending all classes. Attendance in all special lectures and counseling sessions is compulsory. Students are expected to be inside the class at least 5 minutes before the start of the session.

4.1 The minimum attendance requirement for each course is 75%. Hence, leave of absence on account of any reason including on medical grounds, family situations, emergencies, etc should not result in a student missing out more than 25% of classes in a course.

#### 4.2 Procedure for Marking Attendance

- i. A student who is not in the class when the attendance is taken will be marked absent.
- ii. Attendance will be taken in the beginning of every session.

4.3 Unauthorized absence from class without prior intimation to and approval of the PGDM Program Head will be considered a breach of discipline and will attract disciplinary action.

4.4 Leave of absence may be granted by the PGDM Program Head, subject to the following:

- i. That there is a prior, specific and written request submitted by the student to the PGDM Program Head.
- ii. In case of sickness, leave application shall be submitted prior to the commencement of the next class,
- iii. In case of sick leave beyond three days, the student shall produce a medical certificate from a registered medical practitioner when rejoining classes,
- iv. Leave of absence shall not be granted for a period of more than three days except on medical grounds,
- v. Students are expected to coordinate with their Course Instructors and ensure that they do not miss any important session or evaluation component. Neither the PGDM Program Head nor the Course Instructor is responsible for a student losing scores in evaluations done when the student is absent from class. Course Instructors are not required to readminister evaluations in case a student misses it.

4.5 In case of absence for special sessions (Guest Lectures, Counseling sessions, etc.) without authorization, a penalty of Rs 250/-per session will be charged.

4.6 Students who do not meet the minimum attendance requirement of 75% in a course will not be permitted to write the end-term examination in that course in that trimester. Such students may request, PGDM Program Head, for condoning of absence providing reasons for such absence and if the PGP Chairman is satisfied with the explanation, he/she may permit the student to write the

examination.

Students who have not been permitted to appear for the examination on account of shortfall in attendance will be treated on par with students who have obtained an 'F' grade in that course.

## **CHAPTER 5 - Assessments/Examinations**

### **5.1 Components of Evaluation**

The assessment for the courses in the program is a combination of individual written assignments, multiple choice tests, quizzes, case analysis, group projects, presentations and class room participation and attendance along with formal end term examinations and the weightages for each of these components could vary from course to course. All assessments are designed to test the students' comprehension of each course. Students are requested to note that to avoid receiving an R grade in a course, they must obtain a minimum passing grade in both the internal component and a minimum passing grade in the end-term exam. Those who are absent for the end term, will get an R grade, even if they have obtained a passing grade by virtue of the internal assessment.

The particular criteria and the components for evaluation for each of the courses will be specified in the course profiles made available to the students at the beginning of each trimester.

Students who fail to meet the deadlines for submission of projects or assignments or who do not take the various assessment sessions / exams are not entitled to any credits assigned for the same. In their own interest, students are advised to follow the guidelines and schedule for submission of project reports, assignments, course work etc.

### **Admit Card**

Every student eligible to take the end term examinations shall be issued an admit card with the details of the courses and the exam time schedule printed on the back of the card.

The student has to meet the course attendance requirements and should have no dues of fees, to be eligible to appear for the end term examinations.

#### **5.1 Regulation during the examinations**

- a. Students should check examination notices in advance to ensure that they attend the appropriate examinations in the designated examination hall at the announced times.
- b. Students are allocated to particular examination desks in particular rooms and it is important that students check the room and seating plans before the examination.
- c. Cell phones are NOT permitted into the examination halls.
- d. Non-programmable pocket calculators may be used. However, programmable calculators or dictionary/calculators are not permitted.
- e. Any enquiries regarding examination timetables or special circumstances surrounding examinations, for example, arrangements for students with disabilities should be addressed to the PGDM program coordinator/academic administrative office.

- f. All books, note books and papers will have to be kept outside the room where the examinations are conducted.
- g. Each student has to bring his own pen, pencil, scale, eraser and calculator. No borrowing or exchange will be permitted inside the examination hall,
- h. All students should be seated in their allotted places in the exam hall ten minutes before the scheduled time for commencement of the examination. They will not be allowed to enter the hall after the commencement of the examinations.
- i. All the students are expected to hand over the answer scripts to the invigilator concerned while leaving the exam hall and they should not leave them on the table.
- j. Students will not be allowed to leave the exam hall during the examination. If a student has to leave the exam hall after half an hour for any reason, he/she will not be permitted to come back to continue the exam,
- k. If a student is caught by the invigilator while copying or making an attempt to copy, the faculty invigilator for the examination shall conduct a summary enquiry and report his findings to the Disciplinary Committee, comprising of the Director, Controller of Examination and the PGDM Program Head. Disciplinary Committee may decide on the nature of the punishment, Chairman, who, after going into the merit of the recommendations, may initiate such action that is deemed necessary to restore discipline.

### **5.1 Attendance at Examinations**

If a student fails to attend an examination, he/she will be presumed to be absent without good cause and are likely to be awarded a mark of zero by the concerned course faculty. If absence is with good cause, being the result of, say, personal illness or bereavement within their immediate family, he/she must obtain evidence regarding his/her absence, for example, a doctor's letter or copy of a death certificate, and to present this evidence to the PGDM program coordinator/academic administrative office. Students are requested to note that to avoid receiving an R grade in a course, they must obtain a minimum passing grade in both the internal continuous evaluation component and a minimum passing grade in the end-term exam. Those who are absent for the end term, will get an R grade, even if they have obtained a passing grade by virtue of the internal assessment. Students awarded "R" grade in a course or students wanting to improve their grades in the respective courses may apply in writing within five working days of the declaration of results to the Controller of Examinations for taking a supplementary examination to improve their grades. Such applications should be made along with a payment of supplementary examination registration fee of Rs.1000/- per examination. Typically supplementary examinations are conducted in the following trimester. However, the dates of these examinations will be at the discretion of the Controller of Examinations. Students are allowed to appear for a maximum of two supplementary

examinations in any course. Students failing to clear the first supplementary examination may apply in writing within five working days of the declaration of first supplementary results to the Controller of Examinations for taking a second supplementary examination to improve their grades. Such applications should be made along with a payment of second supplementary examination registration fee of Rs.2000/- per examination. Usually, first supplementary exam (S1) of courses in First/Fourth trimester is conducted a fortnight before the end-term exams of Second/Fifth trimester, while second supplementary exam (S2) will be conducted in the Third/Sixth trimester. Similarly, first supplementary exam (S1) of courses in Second/ Fifth trimester is conducted a fortnight before the end-term exams of Third/Sixth trimester. Second supplementary exam (S2) of Second trimester will be conducted in the IV trimester. Second supplementary exam (S2) of fifth trimester will be conducted within three months of the Sixth trimester end term examination. First and the second supplementary exam (S1&S2) of Third trimester will be conducted during the fourth and fifth trimester respectively. First and the second supplementary exam (S1&S2) of Sixth trimester will be conducted within three months of the Sixth trimester end term examination.

**5.2 Written Assignment Submission Guidelines**

Many courses use individual and/or group written assignments as part of the course assessment. The guidelines which follow give some advice on procedures for submitting the written assignments.

Written assignments will not be returned to the students, but they will be given feedback on their work. Students are strongly advised to retain a copy of any written assignment or project work which they submit.

It is important for them to indicate clearly on the front of their written assignment:

1. Your name(s) and RSB Registration Number(s)
2. The course title
3. The Assignment Title
4. The name of the course faculty to whom the assignment is to be submitted.

It is also important for the students to fasten and secure the assignment by stapling it before submission. Students should ensure that they sign a statement of authenticity as given below and enclose it at the end of their assignment.

**5.5.1 Statement of Authenticity**

Name(s)-----	RSB Reg.No. -----
Name(s)-----	RSB Reg.No. -----
Name(s)-----	RSB Reg.No. -----
Name(s)-----	RSB Reg.No. -----
Name(s)-----	RSB Reg.No. -----

I/We have read the RSB examination regulations relating to plagiarism and certify that the above



piece of written assignment /project work is all my/our own work and does not contain any unacknowledged work from any other sources.

Signature ..... Date: .....

### **5.3 Plagiarism**

Plagiarism is defined by the Oxford Dictionary as the practice of taking someone else’s work or ideas and passing them off as one’s own. It is committing literary theft. Students may indulge in plagiarism perhaps due to a lack of knowledge of what constitutes plagiarism and not knowing how to reference the data sources used in the assignments. Usually plagiarism takes one of four forms.

1. Copying sections of text from books, dissertations, journals, the world-wide web or internet, or any other source without acknowledgement.
2. Paraphrasing ideas from texts without stating their origin.
3. Collude with other students and submitting identical or near identical work.
4. Copying the work of another student with or without that student’s consent.

Information on how to reference, referencing styles and how to avoid plagiarism shall be given to the students by all faculty members and specific sessions shall be arranged for them to attend and get familiarized with the do’s and don’ts of referencing.

### **5.4 Review of Answer scripts and Revision of Grades**

Students can apply for a review of answer scripts on payment of a review fee of Rs 500 per course.

### **5.5 Malpractice in Examination**

The following malpractices in examinations are severely condemned and are punishable, leading to an “R” grade in that examination or even termination from the program.

- Copying from another person’s work during an examination.
- Allowing someone to copy work that is not his or her own during an examination.
- Using unauthorized materials during an examination.
- Collaborating on an examination without authorization
- Taking an examination for another, or permitting another to take an examination that is not his or her own

## CHAPTER 6 - Academic Progression

RSB intends that every student enrolled in the PGDM program excels in their professional knowledge, skill, values and aptitude. The program goals, objectives, abilities, or outcomes defined for the program and for each course within it provide the framework for assessment of student achievement.

### 6.1 Evaluation of Academic Performance

- RSB practices transparency in the entire evaluation processes and uses a relative grading system to award the grades to the students.
- The management of Rajalakshmi School of Business reserves the right to modify the scheme of evaluation and examinations which, as and when made, shall be notified to the students in advance.
- The academic performance of the students will be assessed through relative grading method in terms of his/her grades in different courses as well as the Cumulative Grade Point Average (CGPA), which is the simple average of these grades computed up to the second place of decimal.
- **Relative Grading:** A+ = Exceptional, 10 credit points; A = Excellent, 9 credit points; B+ = Very Good, 8 credit points; B = Good, 7 credit points; C+ = Satisfactory, 6 points; C = Pass, 5 points; R = Repeat, 0 points; I = Incomplete or Grade Awaited; W = Withdrawn.
- Three “R” grades in individual courses in a trimester will require the student to be evaluated again in ALL these three courses, according to an announced schedule for the same. The student need not attend classes again, but must prepare for and participate in the evaluation, which will include a compulsory Viva Voce for all the courses of the corresponding trimester.
- Four or more “R” grades in a trimester or nine or more “R” grades in an academic year will lead to cancellation of registration of the student. Appeals for revision of cancellation of admission will be allowed, and will be duly examined by an Appeals Committee chaired by the Director of RSB or his/her nominee, PGDM Program Head, and consisting of at least one more Faculty member. Other senior Faculty members or external experts may be included in the Committee, on a case-to-case basis. A maximum of two Student’s representatives will be invited to present the case and offer a defense. Appeals hearing and evaluation costs will apply.

## **CHAPTER 7 - Corporate Relationship**

### **7.1 Summer Internship**

Summer Internship Project is an integral part of the program and on successful completion of the same the student will earn 4 credits.

All qualified students at the end of the first year shall get the opportunity for summer internship with different companies/organizations either through RBS or through their own effort. Students getting a Summer Internship shall do so through the Corporate Relationships (CR) Cell. The students must abide by all rules and regulations as defined by the CR Cell to be eligible for this assistance through the institute. In case a student arranges a SIP on his/her own effort, it has to be routed through the CR Cell and has to be duly approved by the respective faculty guide like any other SIP project.

Any form of violation of rules & regulations related to Summer Internship Project may lead to cancellation of the project and the student may be awarded “R” grade for SIP leading to the cancellation of his/her registration from the program.

### **7.2 Corporate Mentorship Program**

All students at RSB will be assigned senior industry professional as Corporate Mentors. In the Corporate Mentorship Program students will be mentored by these senior industry professional on a continuous basis.

## **CHAPTER 8 - Student Support Systems**

### **8.1 Library and Information Centre**

The RSB library is a well-equipped library with an increasing collection of book volumes, journals both national and international covering various areas of Management. The library has a separate 'Electronics Resources Wing' and digital library to access online e-journals. The books are arranged and classified according to the Dewey Decimal classification method. Open Access System is followed in the library.

#### **8.1.1 General Library Rules**

The rules to be observed are given below. The unique aim to observe these rules is to use the library to its fullest utility.

- All members shall sign in the register provided at the entrance as a token of their acceptance to adhere to the rules of the library.
- Reference books, journals or magazines, summer training reports or dissertation reports (including back issues) will not be issued to students. They are to be consulted only in the Library.
- The Librarian reserves the right to recall any book issued to the borrower even prior to the due date of return, if necessary.
- Any marking or writing in the book by the members is strictly prohibited.
- A member is solely responsible for any damage caused to the books or other property in the library and in that case, they must make arrangements to replace them.
- Stealing or damaging the property of library or misbehavior with library staff shall be considered an act or indiscipline, which will call for strict disciplinary action, fines and cancellation of library membership.
- Under no circumstances personal books, files and other articles (Except a small note book or loose sheets of paper) will be allowed inside the library.
- Strict silence shall always be maintained in the library.
- Library staff are authorized to carry out search of students' belongings, if need arises.
- Visitors are not permitted in the Library without the permission of the librarian.
- Notwithstanding these rules, in all matters, the decision of the authorities of this institution will be final

### **8.1.2 Working Hours**

The library is open on all the days except Sundays and prescribed holidays. (If there are any changes in the schedule, it will be notified well in advance)

Monday to Saturday: **8.30 am to 8.30 pm**

### **Library Cards and Membership**

All RSB students are eligible for library membership free of cost. The student's identity card is also the library membership cards, against which all the registered students can borrow books from the library. The books may however, be re-issued on the due date. **Periodicals will not be issued** and it is for consultation in the Library only.

- Each PGDM student is entitled to 4 books.
- Members are responsible for all the books borrowed against their names.
- Student members have to produce identity cards at the time of borrowing books.
- The library books borrowed from the library should be returned by the student at the end of the academic year and "No-Dues Certificate" must be obtained.

### **8.1.3 Issue and Return of Books**

- Books other than reference books and periodicals will be issued to student members for a period of 14 days.
- Before leaving the issue counter, members must satisfy themselves that books issued to them are in good condition. Any damage to the book should be immediately reported to the Librarian, failing which, the members to whom the book is issued, will be held responsible for the damage.
- Books having much demand may be issued for a short period and books sent out may also be called at any time.
- Absence from institute will not be permitted as an excuse for delay in returning books.

### **8.1.4 Overdue Charges**

- For default of return of books on the due dates indicated on the slips, the following rates of overdue charges will be levied.
- First Week Re. 1/- per day and Second week onwards Rs. 2/- per day.
- If a book is not returned within eight weeks from the due date, the cost of books plus overdue charges will be levied.

### **8.1.5 Loss of Books**

- Loss of books, if any, should be reported to the Librarian immediately and it shall be replaced by the borrower with another good copy.
- If the borrower is unable to replace the book lost within the time fixed, twice the cost of the book lost, plus overdue charges will be levied.

### **8.1.6 Reservation of Books**

Books can be reserved which have been issued already. The reserved books after their return will be kept at the counter for two consecutive days for issue to those who have reserved them. If they fail to collect the said books within two days, these books will be issued to the members in waiting list.

## **8.2 Student Council**

This is a council which constitutes of members drawn from the student batch and faculty. It is an open forum where students are encouraged to come forth with any issue/ queries/grievances so that a reasonable solution can be worked out jointly by the faculty and student representatives. It is a participatory and dynamic representative body of students working towards the managerial and professional development of students through a variety of activities.

## **8.3 Student Clubs**

Co-curricular and extra-curricular activities are an integral part of the learning process at RSB. Students are encouraged to participate in various activities for overall personality development. There are various clubs formed to organize these activities. These clubs have to be run by students under the guidance of designated faculty members. It is expected that students actively involve

themselves in these committees and clubs and initiate and maintain the functioning of these clubs.

#### **8.4 Cafeteria**

A suitably furnished cafeteria is available for students to buy refreshments and snacks.

#### **8.5 Reprographic Facility**

Students can avail reprographic facility through the academic administrative office on payment.

### **CHAPTER 9 - Campus Rules**

#### **9.1 Basic Rules governing campus life**

- RSB normally works from 9.30 am to 5.00 pm six days a week.
- Students are required to be regular and punctual to the classes. Students are expected to be in the class at least 5 minutes before the commencement of the session.
- Students should be attentive in the class.
- Writing on the desks in the class room and on the walls and lifts is a punishable offence.
- Students should always wear their identity card inside the campus.
- Loss/Damage/Defaced identity cards should be reported immediately in writing to the academic administrator's office, and duplicate ID card may be obtained by paying prescribed fees.
- Possession of fake/photocopy of identity cards will be viewed seriously and severe disciplinary action will be initiated.
- Students are encouraged to use the stairs and Lifts may be used by the students on genuine cases and medical grounds
- Students are not permitted to use their two wheelers/cars inside the campus.
- RSB strongly believes in self-discipline and self-control. Students are expected to maintain the highest standards of discipline. Students must behave in an orderly and professional manner at all times within the campus. Disciplinary action will be initiated against those who indulge in mischief and unprofessional behavior.
- Any misbehavior with the faculty or fellow students shall be strictly punished.
- Smoking of cigarettes, consumption of alcohol and narcotic drugs are strictly prohibited in the institute campus. Violation of this policy will attract severe punishment.

**Student Belongings:** All the students should take care of their belongings i.e. laptops, cash, cell phone etc. The Institute shall not be responsible for any damage or loss to the students' property.

## **9.2 Academic Misconduct**

Academic integrity and honesty is the fundamental tenet of learning. It is important that students understand that violating academic integrity belittles the efforts of their classmates, parents, faculty and the institution and ultimately demeans the diploma that they are enrolled to obtain. It is therefore of mutual and great significance that each student ensures and pledges to maintain high standards of academic honesty and integrity. Academic misconduct constitutes all of the following but not limited to:

- Fabrication of data like altering grades or official records and giving false information.
- Plagiarism as described under the Assessments/Examination section.
- Cheating which includes copying on exams, assignments, use of unauthorised materials and assistance from another person when not permitted.
- Facilitation or collusion which includes sharing answers with another student, taking an exam or assignment for another student, assisting another student in any act of academic dishonesty.

## **9.3 Classroom Behavior**

To ensure that all students benefit fully from classes:

- Students should arrive promptly for classes to avoid disrupting classes through their late arrival.
- Students should remain quiet and pay attention to what is being said by faculty and other students.
- Only offer their views or ask questions when invited to do so during lectures.
- Students should switch off mobile telephones during classes. No Electronic gadget except a laptop and calculator is allowed in the classrooms.
- They should dress formally.
- In order to support faculty in delivering their lectures, tutorials, etc, and to support other students with opportunities to learn, holding general conversations with other students during classes is to be strictly avoided.
- Students who are considered to be disrupting classes will be asked to leave.

## **9.4 Dress Code**

Students are also required to be appropriately dressed, in decent and professional attire. Therefore the dress code on all working days is formal wear.

## **9.5 Use of telephone/cellular phone**

Use of Mobile phones inside the Institute campus for talking is strictly prohibited.

## **9.6 Responsible use of campus facilities**

Students are expected to use the facilities of the institute without causing damage and/or

destruction. Any student found causing deliberate damage to the property of the institute



will be required to pay for the damages depending on the nature of damage caused and may be suspended/ rusticated on repeated violations.

### **9.7 Feedback**

Student feedback is integral to RSB's commitment to ensure and constantly improve the teaching-learning process and overall academic standards.

Depending on the kind of feedback/queries/grievances students can freely approach the faculty members or the academic administrative office accordingly and seek assistance and guidance or give suggestions. All feedback/suggestions may be sent to [feedback@rsb.edu.in](mailto:feedback@rsb.edu.in)

### **9.8 Communication to students/policy on email communication**

RSB provides all students a personal RSB e-mail id and user ID and password for an e- learning platform. Important information regarding the program and day-to-day activities will be available on the platform. Students should develop the habit of checking their mails on a regular basis. It is the responsibility of the students to keep themselves abreast of any announcements and changes made irrespective of their attending/ not attending the sessions.

Please note that the use of the email system to send offensive material is forbidden and will result in the termination of the student's email account and disciplinary action in serious cases. Email addresses of the faculty members and staff members of RSB are given under the contacts section of this handbook. If there is a change in the student's communication address or cell phone number, the students are asked to let the academic administrative office know immediately so that they can be contacted with important messages or other information if necessary. Failure to inform a change of address or contact number can result in students not getting their examination results or notifications on important matters.

### **9.9 Ragging**

Ragging in any form, in any place or time is a cognizable offence that will attract severe punishment including summary expulsion from the Institute.

Students and parents are advised to read carefully the Regulations of All India Council for Technical Education (AICTE) which was notified vide F.No. 37-3/Legal/AICTE/2009 dated 01 July 2009 and is available on RSB website and submit the affidavits in original to the academic administrator's office.

This information along with the formats of the affidavits and regulations of AICTE has already been sent to all students through their e-mail addresses.

It has been made mandatory by the AICTE and by the Honorable Supreme Court that each student is to provide an affidavit on a Non-Judicial Stamp Paper of Rs.10/- duly attested by oath commissioner (in the notary in their own home town) to the effect that he would not indulge in any ragging activities. It has also been made mandatory for the parents to give a similar affidavit on a Non-Judicial Stamp Paper of Rs.10/- duly attested by Oath Commissioner saying that their wards would not indulge in any such ragging activities. Separate formats have been designed for both the students and parents.

The affidavits of both the students and parents are to be submitted together to the academic administrative office. Single affidavit of either the student or the parents will not be accepted.

### **9.9.1 Anti ragging Committee**

As per the AICTE requirement, an Anti-ragging Committee is nominated and headed by the Director, and consists of a representative of civil and police administration, representatives of faculty members, representatives of parents, representatives of students belonging to the freshers category as well as senior students, non-teaching staff.

- It shall be the duty of the Anti-Ragging Committee to ensure compliance with the provisions of the Regulations set forth by the AICTE as well as the provisions of any law for the time being in force concerning ragging; and also to monitor and oversee the performance of the Anti-Ragging Squad in prevention of ragging in the institution.
- The Anti-Ragging Committee of the institution shall take an appropriate decision, with regard to punishment or otherwise, depending on the facts of each incident of ragging and nature and gravity of the incident of ragging.

## **CHAPTER 10 - Hostel Rules**

- Hostel facilities shall be renewed every academic year.
- Students must occupy the rooms allotted to them by the Warden. Exchanging, rearranging and altering the apartments or changing their character is not permitted without the express consent from the Warden.
- Unauthorized electrical fittings and gadgets should not be used in the hostel rooms.
- The student is fully responsible for the instruments, pieces of equipment and furniture on the inventory list furnished to them from the time they take possession of their allotted room and apartment and in case of damage to furniture and other material, he/she will be required to make good the damage.
- Students are responsible for the cleanliness of their rooms. Everybody is expected to keep

their apartment in order.

- The services of the common facilities, if any, are taken by the student's own responsibility.
- For the purpose of Laundry, only Dhobis authorized by the Institute should be utilized.
- Students are advised to keep under lock all valuable items such as laptops, mobile phones etc and lock their rooms even when they are out for a short period.
- Students should refrain from anti-social and undesirable activities such as consumption of alcohol, tobacco, narcotic drugs and gambling etc.
- No student is permitted to screen pirated/unauthorized/unlicensed movies/videos in their computers and common rooms. Any violation will be dealt severely and may lead to rustication
- Student should not indulge in practices/activities that might endanger their own personal safety as well as that of others.
- The visit of students of opposite gender is restricted to common rooms only.
- Students are duty bound to report to the Warden, in case they notice any unwanted incident or undesirable activity going on in the hostel.
- **Ragging of students admitted to the Institute is totally banned. Any violation of this by the students will be dealt with very severely. For your understanding, ragging which is CRIMINAL & NON-BAILABLE offence is defined in legal parlance as, "display of noisy, disorderly conduct doing any act which causes or is likely to cause physical or psychological harm or raise apprehension or fear, shame or embarrassment to a student in any academic Institution and includes:-**

**Teasing, abusing, of playing practical jokes on or causing hurt to such student; or Asking the student to do any act or perform something which such student will not in the ordinary course be willing to do".**

- All students are expected to be in their rooms before 8 PM unless there are special classes.
- No Student will be allowed to leave the hostel based on a phone call.
- Parents are requested to give a list of authorized visitors and local guardians. Visitors other than these in the above list will not be permitted to meet the students in the hostel.
- Students will be permitted to go home only if the institute is closed continuously for four days or more.
- Any Student, wishing to attend a function in the house, marriage or any other ceremony will be permitted to go only if the request is made directly by the parents to the Warden/Academic Coordinator.

- Students leaving on a short break for a day or two are required to fill up the Hostel Leave Requisition Form and submit it to the Academic Coordinator. The filled in forms will then be scanned and mailed to the concerned parents and only on receipt of their consent will the students be allowed to proceed on leave.
- The Hostel Leave Requisition Forms are available with the Warden/Academic Coordinator.
- Students who do not pay hostel dues and are found guilty of misbehavior or bad conduct will be expelled from the hostel.
- Visitors are allowed on holidays from 11.00 am to 6.00 pm
- Before vacating the rooms the students shall submit the room vacating form to the Administrative officer of RSB.
- For the smooth functioning of the hostel, the hostel working committee has been created and shall comprise of the following members:
  1. Head, Marketing and Admissions
  2. Warden
  3. Academic Coordinator
  4. Student Representative (Male)
  5. Student Representative (Female)

Hostel Mess is run by the Management through private contractor under the guidance of Administrative Officer. Vegetarian food is served in the hostel. Mess charges are collected on an annual basis at the time of admission. Parents and guests are allowed to take food on payment.

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Mess Timings	Working Days	Holidays
Breakfast	8.00 am to 9.30 am	08.00 am to 09.30 am
Lunch	12.50 pm to 01.40 pm (Timings as per the class time table)	12.30 pm to 02.00 pm
Dinner	07.30 pm to 08.30 pm	07.30 pm to 08.30 pm

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## CHAPTER 11 - Fee

Timely payment of fee installments is necessary for the students to attend classroom sessions, avail all campus facilities, get the admit card and appear for the end term examinations.

**Fee installment paid 10 days after the prescribed date would attract an accrual based fine of Rs 150/- for every lapsed day.**

## CHAPTER 12 - Contact Details

### 12.1 RSB faculty and staff

S.No	Name & Designation	E-mail Address
1	Prof. Gautam Ghosh Director -RSB	<a href="mailto:director@rsb.edu.in">director@rsb.edu.in</a>
2	Dr Srikanth Parthsarathy Associate Professor & PGDM Program Head	<a href="mailto:srikanth@rsb.edu.in">srikanth@rsb.edu.in</a>
3	Dr. Badri Toppur Associate Professor & Head of the Centre of Excellence – Business Analytics	<a href="mailto:badri.toppur@rsb.edu.in">badri.toppur@rsb.edu.in</a>
4	Dr. Merlin Mythili S Associate Professor	<a href="mailto:merlin.mythili@rsb.edu.in">merlin.mythili@rsb.edu.in</a>
5	Dr Ashok Natarajan Associate Professor	ashoknatarajan@rsb.edu.in
6	Dr Tanusree Chakraborty, Associate Professor	Tanusree@rsb.edu.in
5	Dr Anish Yousuf Assistant Professor	<a href="mailto:anish@rsb.edu.in">anish@rsb.edu.in</a>
6	Ms Jeevitha Senior Executive – HR and Admin	<a href="mailto:jeevitha@rsb.edu.in">jeevitha@rsb.edu.in</a>
7	Mr Sumesh K K Asst. System Administrator	<a href="mailto:sumesh.kk@rsb.edu.in">sumesh.kk@rsb.edu.in</a>
8	Mr. A.G.Ganesan Librarian	<a href="mailto:library@rsb.edu.in">library@rsb.edu.in</a>
9	Ms Lavanya Sarawathi	<b>corporaterelations@rsb.edu.in</b>

## **12.2 Emergency Numbers**

**Fire Service:** 101/28554309/28554311

**Any emergency:** 108 (Free Service)

### **Ambulance:**

- Apollo Hospital: 1066
- MIOT Hospital : 22492288
- Sri Devi Hospital : 105-906
- Sri Ramachandra : 24768402

### **Hospitals:**

- ☐☐☐ Apollo Pharmacy : 9840710000/24826272
- ☐☐☐ MIOT Hospitals : 22492288/42002288
- ☐☐☐ Sri Devi Hospital : 24792403/27163111
- Sri Ramachandra : 24768027/29
- Saveetha Hospital : 26811499/599

## Academic Calendar

## PGDM Academic Calendar for Academic Year 2018 - 2019

<b>Term 0</b>	11 <sup>th</sup> July – 21 <sup>st</sup> July 2018
<b>Induction</b>	
<b>Term 1</b>	
Commencement of Classes	23 <sup>rd</sup> July 2018
Midterm Examination	29 <sup>th</sup> August to 31 <sup>st</sup> August 2018
Last Teaching Day	1 <sup>st</sup> October 2018
End Term Examinations	3 <sup>rd</sup> October – 10 <sup>th</sup> October 2018
Break	
<b>Term 2</b>	
Commencement of Classes	11 <sup>th</sup> October 2018
Midterm Examination	26 <sup>th</sup> November to 28 <sup>th</sup> October 2018
Declaration of Term 1 Results	31 <sup>st</sup> October, 2018
Last Teaching Day	29 <sup>th</sup> December 2018
End Term Examinations	2 <sup>nd</sup> January – 11 <sup>th</sup> January 2019
Winter Break	12 <sup>th</sup> January 2018 – 20 <sup>th</sup> January 2019
<b>Term 3</b>	
Commencement of Classes	21 <sup>st</sup> January 2019
Midterm Examination	27 <sup>th</sup> February to 1 <sup>st</sup> March 2019
Declaration of Term 2 Results	2 <sup>nd</sup> February, 2019
Last Teaching Day	30 <sup>th</sup> March 2019
End Term Examinations	2 <sup>nd</sup> April – 9 <sup>th</sup> April 2019
Break	10 <sup>th</sup> April – 15 <sup>th</sup> April, 2019
Declaration of Term 3 Results	30 <sup>th</sup> April, 2019
<b>Summer Internship Project</b>	16 <sup>th</sup> April – 16 <sup>th</sup> June 2019
Summer Break	17 <sup>th</sup> June to 30 <sup>th</sup> June 2019
<b>Term 4</b>	
Commencement of classes	1 <sup>st</sup> July 2019



## PGDM Academic Calendar for AY 2018 – 2019 (for Batch of 2017-19)

<b>Summer Internship Project</b>	15 <sup>th</sup> April – 30 <sup>th</sup> June 2018
Summer Break	1 <sup>st</sup> July – 15 <sup>th</sup> July 2018
<b>Term 4</b>	
Commencement of classes	16 <sup>th</sup> July 2018
Midterm Examination	29 <sup>th</sup> August to 31 <sup>st</sup> August 2018
Last Teaching Day	1 <sup>st</sup> October 2018
End Term Examinations	3 <sup>rd</sup> October – 10 <sup>th</sup> October 2018
Break	
<b>Term 5</b>	
Commencement of Classes	11 <sup>th</sup> October 2018
Midterm Examination	26 <sup>th</sup> November to 28 <sup>th</sup> October 2018
Declaration of Term 1 Results	31 <sup>st</sup> October, 2018
Last Teaching Day	29 <sup>th</sup> December 2018
End Term Examinations	2 <sup>nd</sup> January – 11 <sup>th</sup> January 2019
Winter Break	12 <sup>th</sup> January 2018 – 20 <sup>th</sup> January 2019
<b>Term 6</b>	
Commencement of Classes	21 <sup>st</sup> January 2019
Midterm Examination	20 <sup>th</sup> February to 22 <sup>nd</sup> February 2019
Declaration of Term 2 Results	2 <sup>nd</sup> February, 2019
Last Teaching Day	22 <sup>nd</sup> March 2019
End Term Examinations	24 <sup>th</sup> March – 28 <sup>th</sup> March 2019

**Personal Memorandum**  
**(Fill up in CAPITAL letters)**

Name: .....

Program: .....

RSB Registration Number: .....

Date of Birth: .....

Blood Group: .....

Father's Name: .....

Occupation: .....

Office Phone/Mobile Number: .....

Mother's Name: .....

Occupation: .....

Mobile Number: .....

Parent's Residential Address:

Address: .....

.....

.....

Pin code .....

Residential Phone (with STD code): .....

Hostel Room No. ....

I, certify that all the data given by me are true.

Student's signature with date

**Anti-Ragging Affidavit  
UNDERTAKING BY THE  
STUDENT**

I, \_\_\_\_\_

s/o d/o

Mr./Mrs./Ms. \_\_\_\_\_ having been admitted to the PGDM program of Rajalakshmi School of Business, have received a copy of the AICTE Regulation dated 1.7.2009 on Curbing the Menace of Ragging in Higher Educational Institutions, (hereinafter called the “Regulation”) carefully read and fully understood the provisions contained in the said Regulations.

2) I have, in particular, perused **Clause 4** of the Regulation and am aware as to what constitutes

ragging.

3) I have also, in particular, perused **Clause 5(3) and Clause 8(4)(a)** of the Regulation and am fully aware of the penal and administrative action that is liable to be taken against me in case I am found guilty of or abetting ragging, actively or passively, or being part of a conspiracy to promote ragging.

4) I hereby solemnly aver and undertake that

a) I will not indulge in any behavior or act that may be constituted as ragging under **Clause 4** of the Regulations.

b) I will not participate in or abet or propagate through any act of commission or omission that may be constituted as ragging under **Clause 4** of the Regulations.

5) I hereby solemnly affirm that, if found guilty of ragging, I am liable for punishment according to clause **8(4)(a)** of the Regulations, without prejudice to any other criminal action that may be taken against me under any penal law or any law for the time being in force.

6) I hereby declare that I have not been expelled or debarred from admission in any institution in the country on account of being found guilty of, abetting or being part of a conspiracy to promote, ragging; and further affirm that, in case the declaration is found to be untrue, I am aware that my admission is liable to be cancelled.

Declared this      day of \_\_\_\_\_ month of      year.

\_\_\_\_\_  
Signature of Student. Name\_

**Learning Contract**

I \_\_\_\_\_ agree, as part of this contract, to abide by the Rules and Regulations of Rajalakshmi School of Business set out in the handbook and as amended from time to time. These include:

- Regulations concerning my studies, examinations, conduct and behaviour.
- Codes of practice for the conduct expected from RSB students and/or reflecting legislative requirements.

I agree to pay the fees and charges due from me at the stipulated times to RSB.

I am aware that a failure to pay fees and charges when due may lead to my suspension or termination from the program that I am enrolled in.

I clearly understand what constitutes academic misconduct as explained in the student handbook and agree to maintain academic honesty in my academic endeavors and I understand that any violation of academic integrity during the course of my student life is likely to result in sanctions that may include an “R” grade, suspension or even my termination from the program.

Student Name

Signature Date:

**Hostel Rules Declaration**

I -----agree, to abide by the Hostel Rules and Regulations of Rajalakshmi School of Business set out in the handbook and as amended from time to time.

These include:

- Regulations concerning my accommodation, responsible use of hostel amenities, conduct and behaviour during my stay in the hostel.
- Codes of practice for the conduct expected from RSB students and/or reflecting legislative requirements.

I agree to pay the fees and charges due from me for accommodation and food at the stipulated times to RSB.

I am aware that a failure to pay hostel fees and charges when due may lead to withdrawal of the hostel facilities.

Student Name

Signature Date:

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## **AMENDMENT TO THE STUDENT INFORMATION HANDBOOK**

Rajalakshmi School of Business reserves the right to change any or all of the information, rules, regulations and procedures in this handbook without prior notice, whenever it is deemed necessary to do so.

The decision taken shall be final and binding on the student.