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ORDINANCE FOR MASTER OF MARKETING ADMINISTRATION (MMA)
(TWO YEARS - FOUR SEMESTERS FULL TIME PROGRAMME)

The ordinance provides for admission, examination and other incidental matters relating to the Master of Marketing Administration which is a two years course spread over four semesters, two semesters in the first year and the remaining two semesters in the second year.

ADMISSION :-

(1) A candidate seeking admission to the first semester of the course shall be required to :

Possess a Bachelor or a Master degree in any discipline with atleast second division (At least 50% marks in aggregate), of Jiwaji University or any other recognised university or have passed final examination of CA/ICWA/CS. No grace can be granted in aggregate except to those who belong to SC/ST/OBC. SC/ST/OBC will be given a relaxation of 5 percent marks in the minimum of their qualifying examination. Their seats will be reserved as per M.P. Govt. rules.

(2) Admission to first semester shall be made on the basis of an admission process consisting of an admission test and personality test, carrying a total weightage of 100 marks. The detailed rules of selection procedure through written test and personality test will be framed and notified by the School of studies in Commerce and Management year to year.

(3) An applicant for the M.M.A. examination prosecuting a regular course of study leading to the Master of Marketing Administration (M.M.A.) shall not be permitted to take up any other examinations or course or service simultaneously.

(4) The admissions will be made to M.M.A. first semester only. The four semesters programme is a continuous programme for four semesters. Accordingly, any candidate can be admitted to second semester only, if he/she has passed first semester. The same procedure will be followed for other semesters too.

(5) No person shall be admitted to M.M.A. examination, if he/she has already passed M.M.A. examination or any equivalent examination of any university or statutory body. This restriction shall not be applicable to Diploma holders.

(6) The candidate who have passed any part of M.M.A. Programme of any other university (other than Jiwaji University) or Institution will not be admitted to the M.M.A. Programme of Jiwaji University on migration basis.

(7) Each candidate will have to complete the minimum 75 percent attendance in each class/course/seminars.

(8) Each candidate will have to submit training report after the second semester and before the completion of his/her third semester.

EXAMINATION : -

(1) Subject to the provisions of this ordinance, the scheme of examination and the syllabus and text books will be prescribed or recommended in connection with any subject for the examination covered by this ordinance and the conditions on which the students shall be admitted to such examination, shall be in accordance with the provision made by the Academic Council after considering the recommendation of the Board of Studies and the faculty of Management.

(2) Each examination shall be regarded as a separate unit for the purpose of working out the result of the candidate. The result of each examination shall be worked out separately even if he/she has appeared at the course in which he/she has failed previously, alongwith the course in which he/she is appearing for the first time. For getting success he/she must have secured atleast 40 percent marks in the individual courses/papers and atleast 50 percent marks in aggregate in such papers.

(3) A candidate will be promoted to the next semester only after having passed atleast 4 papers of that semester out of total of six papers. In the remaining two papers he/she can reappear again with the ensuing concerning semester examination, as an ex-student.

(4) A candidate who has failed in internal assessment shall be required to register himself/herself for doing the sessional work in the School and for that he will have to pay the required registration fee for internal assessment. However, the internal assessment awards of a candidate who fails in the external examination shall be added to the result, which will be declared on the basis of the next external examination.

(5) A candidate will be allowed only two additional chances to pass in re-appearing course. If somebody fails to do so he/she will have to leave the M.M.A. programme.

(6) The medium of instruction and examination for this programme shall be only English. This provision shall not be applicable to language courses.

(7) Candidates reappearing at an examination in a subsequent

syllabus in force at that time.

(8) Division shall be assigned on the following basis :

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| First Division with | - Distinction 75 Percent marks or above. |
| First Division | - 60 Percent and above |
| Second Division | - 50 Percent and above but below 60 percent. |

(9) A candidate of B.B.A. (any semester) will be entitled to the benefit of Vice Chancellor's grace of one marks for passing the examination of any semester or obtaining the next division (if he/she secures the next division by only one marks in aggregate).

(10) The course structure, procedure of admission, scheme of internal assessment will be finalised by the Director of Management School / or by Head and Dean of the School of Management studies, under the guidance of Board of studies in Management, subject to the approval of Academic Council.

(11) The project report based on practical training shall be submitted by the candidates 10 days before the date of examination. However, on the recommendation of the Director, BBA, the Vice Chancellor may grant an extension of one month on payment of late fee of Rs. 100/-. In such cases, results shall be declared after the receipt of marks of the valued project report.

(12) No division shall be assigned in the first three semester's examination. The division in which a candidate is placed at the end of the 4th semester examination shall be determined on the basis of the aggregate of marks obtained in four -

semesters of examination of the M.M.A. Course.

(13) Successful candidates who obtain 60% or more of the aggregate marks shall be placed in the First division, those obtaining less than 60% and not less than 50% as pass.

The Jiwaji university reserve the right to run or not to run any of the course advertised or proposed in the bulletin 'Admission Bulletin'.

The Jiwaji University shall admit the candidates in M.M.A. course in required number as decided and declared by the Director of the course of M.M.A. and the admission Committee of M.M.A. Course if any.

(J.C. Varshney)
Director
M.M.A. Course.