PROSPECTUS - SPRING 2010

Manipal
INSPIRED BY LIFE

Sikkim Manipal University
Directorate of Distance Education

American University of Antigua, Antigua

Manipal University, Dubai

Melaka Manipal Medical College, Malaysia

Manipal University, Manipal

Sikkim Manipal University, Tadong

Manipal College of Medical Sciences, Nepal

Manipal Education is amongst India's leading education providers with over 50 years of experience in moulding the minds and careers of aspiring students. The group includes:

Universities - Manipal University, Sikkim Manipal University and American University of Antigua - along with over 30 institutions in India.

Foreign Campuses - College & University campuses in Antigua, Dubai, Malaysia and Nepal. At the moment, over 170,000 students from 53 countries are currently studying at various levels with us across 14 professional streams.

Distance Education - Apart from formal University programs, Manipal Education is the pioneer in the distributed learning space, offering comprehensive Distance Education and Professional Skills Education programs across multiple fields. Manipal Education launched the next generation learning system - EduNxt - a new technology infused learning system that will transform Distributed Learning in India.

IndiaSkills - City & Guilds, UK and Manipal Education have joined hands to form ''IndiaSkills''. IndiaSkills aims to provide world class skills training leading to respectable employment. It offers a wide range of qualifications across different industry verticals. For the industry, this translates to a job-ready work force with 'first day first hour' productivity.

Investments - Manipal Education has done strategic investments in emerging companies like U21 Global (the world's premier online graduate school) and Merittrac (online assessment and testing). Besides Manipal Education has established the ICICI Manipal Academy of Banking and Finance. The academy has been hailed as an ideal illustration of the opportunities in industry - academic collaborations in India in the field of higher education.

Just as our founder never rested on his laurels, neither do we. Dr. T.M.A. Pai's constant endeavour for innovation has been woven into the very fabric of Manipal Education. A legacy we aim to uphold in the years to come.

Welcome to the world of Manipal Education

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Pro Chancellor's Message

Dear Student,

Thank you for your interest in the Sikkim Manipal University of Health, Medical and Technological Sciences (SMU). Since its inception in 1995, the University has focused on providing high quality education to students.

Apart from regular on-site classroom programs, SMU also offers career oriented programs via its Directorate of Distance Education. The programs offered cover various disciplines like Information Technology, Management, Bioinformatics, Biotechnology, Apparel & Fashion Design, Mass Communication and Journalism, Telecom, Commerce, Allied Health Sciences and many more. The lectures for these programs are delivered at our authorized Learning Centres which are connected to our studios over VSAT and there by creating for you a virtual classroom environment.

Our faculty is committed to excellence in teaching, learning and scholarship. They understand the students we serve and they come to the classroom with extensive academic and real-world experience. Your education is further strengthened by the diversity of the faculty and student body. This makes for a marvellous exchange of ideas and more effective learning.

I hope you find the information in the prospectus useful. Should you require additional assistance, please contact smuhelpdesk@manipalu.com

I look forward to welcoming you to the World of Manipal!

Dr. Ramdas M Pai
Pro Chancellor
Sikkim Manipal University of Health, Medical & Technological Sciences

Dear Student,

I congratulate you for choosing the Sikkim Manipal University of Health, Medical and Technological Sciences. The University draws upon the expertise of the Manipal Education and Medical Group, which is an established global leader in higher education and healthcare for over five decades. The Group's education network comprises 3 Universities, 9 campuses, 30 professional colleges, 1,70,000 students and 3,30,000 active alumni.

Sikkim Manipal University was established in 1995, and is a unique joint venture between the Government of Sikkim and the Manipal Group. The University offers Distance Education Program as part of its effort to bring education to the masses, and fulfil the growing demand for technical and management professionals. Manipal Universal Learning, the Learning Resource Development Centre of the University supports the delivery of career-oriented programs at the Diploma, Bachelors, Postgraduate Diploma and Masters levels through a wide network of University authorized Learning Centres. Our focus is on making sure that our students receive an education that is not just of high quality but relevant to today's industry and highly competitive global market place.

Our programs combine highly researched curriculum by the University integrated with industry relevant concepts and practices. The University offers a unique blend of theoretical and cutting edge inputs to students, making them technically well rounded professionals.

We hope you will find our programs educative and professionally rewarding.

Dr. Surjit Singh Pabla
Vice Chancellor
Sikkim Manipal University of Health, Medical & Technological Sciences

Taking Distance Education to new heights
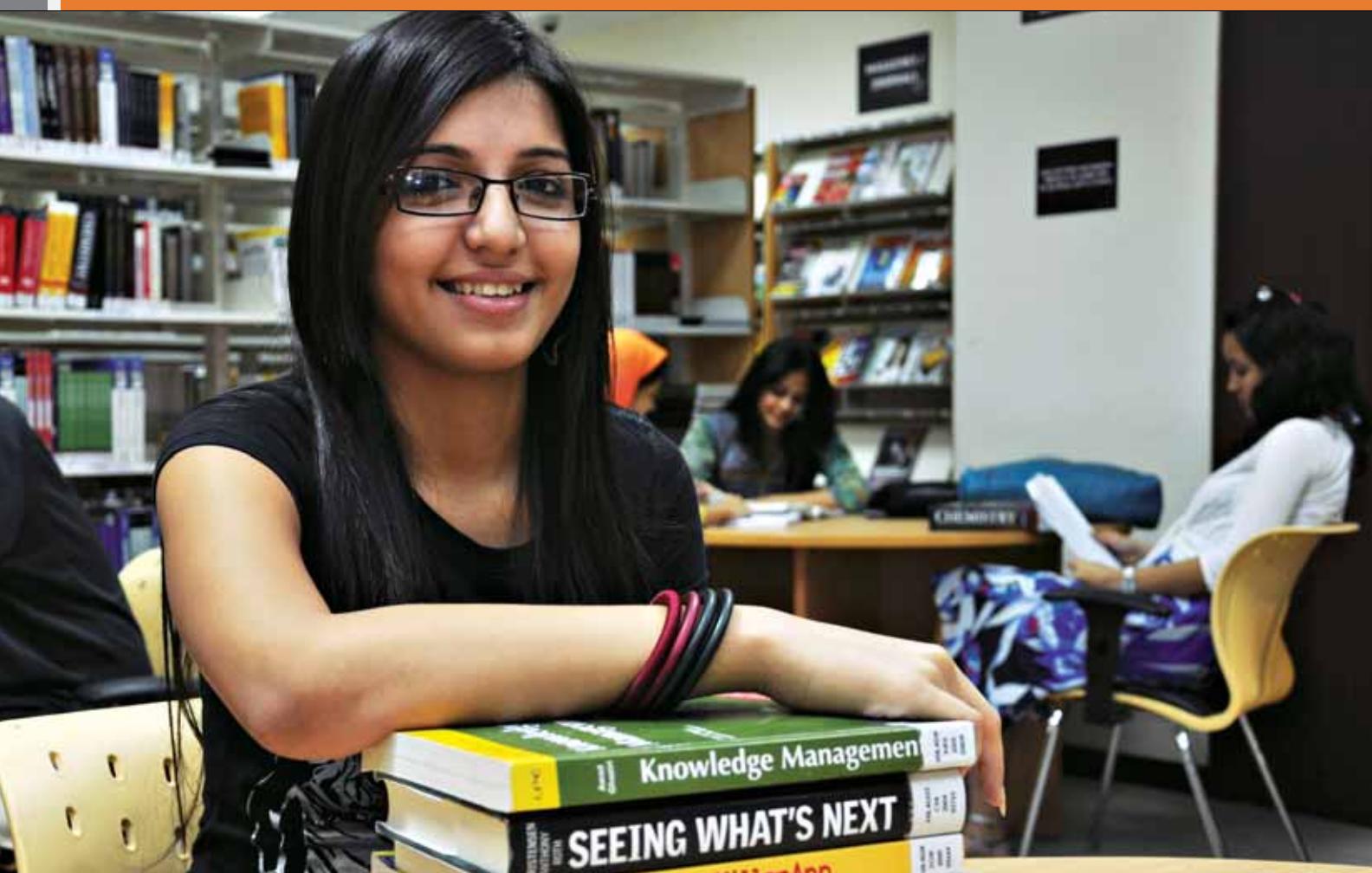
The Sikkim Manipal University of Health, Medical and Technological Sciences, Gangtok is incorporated under the State Legislative Act (Act IX of 1995) of the Government of Sikkim.

- Sikkim Manipal University is recognised by University Grants Commission (UGC), Ministry of HRD and is a member of Association of Indian Unviersities (AIU).

- Recognised by Distance Education Council (DEC) for three academic years - 2009-10 to 2011-12.

- Sikkim Manipal University, Directorate of Distance Education offers programs spread across 10 disciplines.

- Sikkim Manipal University - Directorate of Distance Education offers programs in Masters, Bachelors, Diploma and PG Diploma levels in various disciplines like Information Technology, Management, Journalism and Mass Communication, Biotechnology, Bioinformatics, Apparel & Fashion Design, Allied Health Sciences, Hospitality, Telecom and Commerce.

- The programs are made accessible through 700+ University Authorised Learning Centres across the country.

- So far 2.55 lakh students have benefited from the Distance Education programs, taking full advantage of the 65 core faculty members and the 6,300 supporting faculty members present at the learning centres.

- Apart from the widespread presence in India – covering 205 districts and 310 towns and cities – the University has also spread its reach overseas across 20 countries, with 25 learning centres.

Prof. V.N. Rajsekharan Pillai
DEC, Chairman

Message from the Chairman, Distance Education Council

MESSAGE

The role of Open and Distance Learning in enhancing the quality and quantity of education delivery at all levels is enormous. For bridging the knowledge and skill gaps in highly populated developing countries distance education strategies are very important. Different types of media and information and communication technologies are being effectively used by the distance education system in the country. By appropriate integration of the technology-augmented open and distance learning only large number of people can achieve their educational goals.

Distance Education provides opportunities of additional qualification and a choice to attain a diploma or degree relevant to one's field of work. This is essential and vital for the growth of the talent pool in the country. It provides people with a plethora of choices within their desired limits. With the increasing number of distance education programs offered by education services providers in the country, barriers to education are getting gradually diminished.

Sikkim Manipal University Directorate of Distance Education (SMU-DDE) has contributed significantly in this direction through its distance education programs since 2001. Their public-private partnership (PPP) with the Government of Sikkim has been a successful model. This has enabled students to choose from a plethora of courses, the one that truly interests them and adds value to their career.

SMU-DDE's technology-based initiatives such as EduNxt will empower students in their learning experiences. I see EduNxt as truly being the way forward for distance education in India, as is the case in the international education services sector. I am confident SMU-DDE will continue to contribute to the distance education sector in India in a significant manner. I am sure that SMU-DDE will ensure strict adherence to quality assurance norms in the content and delivery and provide affordable education opportunities for all.

I wish the institution all a success.

(V. N. RAJSEKHARAN PILLAI)

June 15, 2009

सुखदेव थोरात
अध्यक्ष
Sukhadeo Thorat
Chairman

विश्वविद्यालय अनुदान आयोग
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July 30, 2009

MESSAGE

I am very happy to know that Sikkim Manipal University of Health, Medical & Technological Sciences, Manipal is going to launch EduNxt (Technology infused Collaborative and Distributed Learning System) in stages from the August 2009 session.

I send my best wishes and greetings to the University for the same.

(Sukhadeo Thorat)

Message from the Chairman, UGC

TÜV CERT

CERTIFICATE

The TÜV CERT Certification Body
of TÜV Rheinland Cert GmbH

certifies in accordance with
TÜV CERT procedures that

Sikkim Manipal University
Directorate of Distance Education
(SMU DDE),
Manipal – 576 104, India

has established and applies a quality management system for

Design, Develop and Deliver Distance Education Programs in the form of Diploma, Post Graduate Diploma, Bachelor Degree and Post Graduate Degree in Information Technology, Management, Commerce, Journalism & Mass Communication, Life Sciences, Fashion Design, Health Care Sciences, Allied Health Sciences, Hospitality & Tourism, Telecom Technology, Ecology & Environmental Science, Fire & Safety

An audit was performed, Report No. 058947
Proof has been furnished that the requirements according to

DIN EN ISO 9001: 2000

are fulfilled.
The certificate is valid until 2010-11-14
Certificate Registration No. 01 100 058947

Cologne, 2006-12-30

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TÜV CERT Certification Body of
TÜV Rheinland Cert GmbH

www.tuv.com

ISO Certificate

Our distance learning experience blends flexibility and convenience from the learner's perspective with academic rigour and quality in instruction. The SMU way is learner-centric and puts the student at the core of an experience that combines four distinct learning delivery systems:

- **Self Learning:** High quality self learning material is made available both in print and digital form.

- **Counseling at Learning Centres:** Students can avail face-to-face counseling at our Learning Centres located across the country.

- **VSAT delivered lectures:** Supplimentary instruction and expert sessions delivered across our VSAT network.

- **EduNxt:** Makes innovative use of technology as an essential element of the learning experience. Learning is delivered using the Manipal Education Technology Network for Learning Optimised (MENLO) platform.
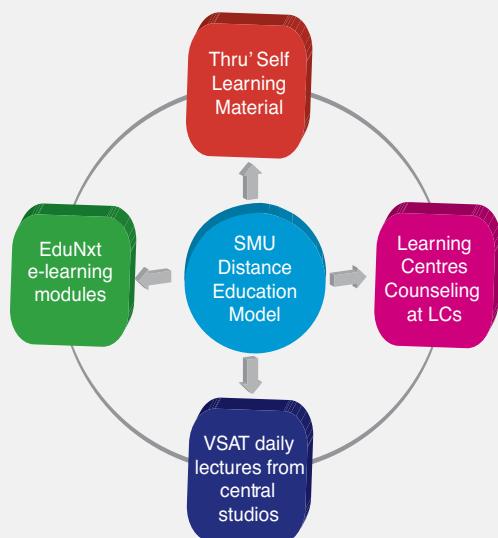
Make
Eddie your buddy

Learning made easy at SMU-DE!

EduNxt is the next-generation interactive learning system that is designed to change the way a student learns. Convenient and easy to use, EduNxt enables a collaborative and interactive environment for learning and includes small group mentoring, creates virtual classroom environment, simulation and other interactive content, self-study content, recorded presentations and shared browsing.

Some of the EduNxt benefits
- Recreates classroom environment
- Access to rich educational resources across Manipal Education's institutions
- The only platform that enables placement and soft-skills training
- Commitment to improve quality of professional education through distance mode, leading to higher acceptance amongst employers

EduNxt: a spice for every recipe
- **Articles/SLM -** Now a student can access SLM and the relevant articles online. The articles are frequently updated to keep the student abreast with the current happenings.
- **Industry mentor chats -** Get a chance to interact with the best business minds and experts in various areas. The industry mentor chat is held every week where industry experts come and mentor our students.
- **Academic mentor chats -** A student can chat with the university faculty to clear doubts on various topics.
- **Dashboard -** A student can plan his/her study timetable in a much better way. He/she can now track further progress and keep a count on what has been read and what's remaining.
- **Soft skills -** Watch videos, PPTs and read articles to further hone individual skills.
- **Crack-it: Case study contest -** The contest is held regularly where a student can display his/her skills at solving case studies and problems. He/she can compete with his/her peers and win cool iPods.

Eddie

Other features
- Peer to Peer Chats
- Assessments
- Videos
- Student space
- Alerts
- Project guidance
- Assignments
- Discussion forums
- Model Question papers
- Blogs
- News

EduNxt combines academic rigour and a personalized learning environment along with SMU-DE's hybrid learning delivery system with its flexibility, convenience and accessibility to offer a "first of its kind" learning environment in India.

For a demo, visit: smude.edu.in/edunxt/demo.html

Mr. Anand Sudarshan, CEO, Manipal Education,
Mr. Steve Ballmer, CEO, Microsoft Corporation Pvt. Ltd.,
Mr. Ravi Venkatesan, Chairman, Microsoft India
addressing the EduNxt press conference.

Eminent Speak

Mr. Steve Ballmer, CEO, Microsoft Corporation Pvt. Ltd., said, "India's emergence as a global technology centre is the direct result of its strong education system. At Microsoft, we have always believed that education is the foundation for opportunity and success. One of our most important commitments is to help deliver high-quality educational materials to those who lack access to teachers and resources. The EduNxt distance learning platform is a great example of how information technology can extend the reach of great educational resources. We look forward to continuing to work with Manipal Education to expand educational opportunities in India."

Winner of E-India Awards

SMU-DE was conferred the 'Digital Learning ICT Enabled University of the Year' for its new technology infused learning system "EduNxt" at the 5th eINDIA 2009 Awards Conference and exhibition organised by Centre for Science,

Development and Media Studies in Hyderabad on August 26, 2009. Mr. Anand Sudarshan, MD & CEO, Manipal Education, said, "We are honoured to have received this commendation from eIndia 2009. This recognition reaffirms our commitment in using technology to drive the next level in education and making high quality education affordable and accessible through the length and breadth of our country."

• Advantages of Learning Centres

The strong nationwide network of more than 700 Learning Centres enables the aspiring student to choose a Learning Centre that is the closest to his/her choice.

• Education Loan

For the first time in the history of Distance Education, students will be eligible to avail an educational loan from a leading bank to enable them to continue higher education. The student will get a minimum loan amount of Rs.50,000/- and a maximum of Rs. 150,000/-

Who is eligible?

• Only students who opt for programs from Sikkim Manipal University Distance Education are eligible.
• Co-borrower Mandatory
• Co-borrower means-Parent / Blood Relations / Spouse and the income documents of the co-applicant would be of primary consideration and must meet the required bank policy
• Education Loan to cover program / Course fees as prescribed by the University in the Prospectus

• Scholarships

SMU-DE has announced scholarships worth Rs.25 lakhs to its students. 1500 deserving students will get scholarship. Students can get from 12.5% to 100% of their course fee as scholarship. Students from 1st to 5th semester are eligible for the scholarship.

• All India case study contest

In our constant endeavour to build confident professionals, SMU-DE conducts case study contests for its students. 8 teams will qualify for the national finals and get an opportunity to present at the EDGE forum – a premium education forum. The winners may receive prize money up to Rs.2 lakh.

• On time delivery of courseware, exams and results

When you join the program you will know in advance when you will receive your courseware and exam schedule so as to help you plan your study. You will also know when your results will be announced and can be assured of completing your degree in the stipulated time frame.

Dr. Madhavan Nair (Padma Vibhushan)
Chairman, Indian Space Research Organisation (ISRO)

His excellency Shri Balmiki Prasad Singh,
Governor and Chancellor of Sikkim Manipal University

Brig. (Dr.) SS Pabla
VC, SMU

Dr. Madhavan Nair awarding the degree

Students receiving their Degree
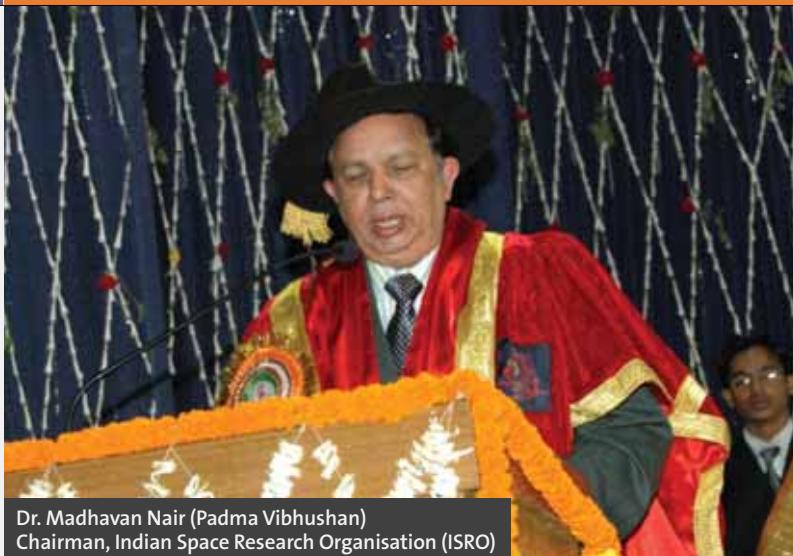
Directorate of Distance Education

The Directorate of Distance Education of the University is committed to provide career-oriented educational programs at the Diploma, Bachelors, Postgraduate Diploma and Masters levels through a wide network of University recognized Learning Centres.

Objectives of the Distance Education Program

- To provide high quality, value-based, career-oriented education to students and working professionals.
- To facilitate students in understanding, developing, integrating and applying both core and specialized concepts and practices.
- To provide students with a stimulating and learning-friendly atmosphere so that they can utilize their intellectual capacities to specialize in various areas of study.
- To produce energetic, effective, efficient and ethically driven graduates and postgraduates to serve society.

Design & Structure

Distance Education simply means imparting education from a distance wherein the teacher and the student are physically separated. In terms of design and structure, the common features of Bachelors and Masters degree programs are as follows:

- The medium of instruction is English.
- Comprehensive Course Content
  Comprehensive courseware will be supplied to all the students. Each book is divided into units. Each unit is written in self-instructional style and consists of introduction, objectives, structure of units, main contents, self-test activities and suggested reading. In addition, students will be encouraged to refer recommended books, wherever necessary.

- Video/Audio/VSAT
  Whenever necessary, printed material is supplemented by video/audio CDs. Lectures are broadcast through VSAT which can be in the form of lectures, debates, discussions, etc.
- Assignments
  Assignments are an integral component of distance education. The assignments are uploaded on to the website during each session, to be submitted by the students. Assignments serve the purpose of evaluation of the student's performance. Local counselors, who also provide feedback on a student's performance, evaluate these assignments.
- Academic Counseling
  Counseling is an important activity in distance education and is entirely different from usual classroom teaching. Counselors answer questions during counseling sessions besides clarifying doubts of students and helping them overcome difficulties they face while going through the study material. These counseling sessions also offer students an opportunity to interact with their peers.
- Practical Training
  Depending upon the subject, a required amount of practical training is imparted to students at the Learning Centre. In certain specialized subjects, intensive counseling is also provided.
- Project / Report
  The student is also required to prepare projects wherever necessary, which are then evaluated by the local counselors.

Manipal Universal Learning (ManipalU) is the Learning Resource Development Centre of SMU and supports the University in the delivery of the programs through University authorized Learning Centres spread across the country.

DE Online - Registration of Distance Education Online

Sikkim Manipal University proudly introduces online services through the website. For new admissions, students can now apply for SMU-DE programs, re-register for the programs in the subsequent semesters and also submit their re-sitting application for appearing for examinations, making the necessary payments through either DD or Bank challan or secure payment gateway of their choice.

The online portal will allow students to login either through secure pin or password credentials, permit them to save draft, track the status of their applications. Students will also receive SMS / email alerts / notification from the University during various touch points. The University authorized Learning Centres will make the first level verification of applications and physical records before clearing them for further enrolment procedures at the University.

Overall, the online portal delivers excellent student-facing features and a unique end-user experience. The URL of SMU online portal is - http://admissions.smude.edu.in

Admission Policies

• Intelligent, ethical, articulate and active individuals with a will to upgrade their skills are encouraged to pursue the University programs.

• The applicant has to submit a completed application along with relevant enclosures to the University authorized Learning Centres well within the due date. The Learning Centres will forward the same to the University. If the application is complete in all respects and the University is satisfied with the applicant's eligibility and suitability for admission into the respective program, the student will be granted admission to that program. No candidate is permitted to pursue more than one program at a time from SMU-DDE. The University reserves the right to accept or reject any application.

• If the applications received from the students are not complete in any respect, those students may be given provisional enrolment at the University's discretion. Such students will have to submit the required eligibility documents as communicated by the University at the earliest, upon receipt of which their enrolment will be confirmed subject to the eligibility fulfillment. Provisionally enrolled students will be allowed to appear in the examinations only after their enrolment is confirmed.

• All the students who have enrolled in the programs of the University will be provided a program guide for each

program and semester. They should go through the same thoroughly.

• An identity card will be provided to students after their enrolment in a program.

• Those students who are unable to complete the program within the specified validity period are required to register themselves afresh through readmission by paying the requisite fee as per the University regulations.

Program Structure

Course material is specially designed by a team of experts drawn from different industries, University and in-house faculty. The program curricula is designed and scrutinized by experts to meet the market demands.

Support Services

• Counseling Sessions: Learning Centres provide students with a platform to interact with counselors, other students and to also use the library. Students shall receive personal attention and support at these Learning Centres, including hands-on training at designated Learning Centres. The Learning Centres will provide counseling and hands on experience for each program (each semester) as indicated in the respective program headings. The Learning Centres will act as the access and contact points between the University and the students.

• Course Material: Comprehensive printed study material specially designed for independent study for both theory and practical component, is supplied in batches to the Learning Centres for every program and to every student. Students have to collect the material pertaining to their program along with the program guide

• Practical Sessions: These will be held at the Learning Centres or at specially designated centres

• Assignment for Assessment and Feedback

• Industry Related Project Work

• Online delivery through VSAT, wherever required

Credit System

The 'credit system' is followed in all programs, wherein each credit amounts to 30 hours of study.

(I) Information Technology, Management & Commerce

The assessment system has been conceived, developed and administered on a rigorous and fair basis to bring out the best in students and prepare them for challenging careers. A student's performance is based on:

• Continuous evaluation, performed at the local Learning Centres, carrying 30% weightage on the final score.
• University examinations, conducted at the examination centres and evaluated by the University, carrying 70% weightage on the final score.
• Continuous evaluation is done through assignments and practicals. In each subject, a student should secure at least 35% marks in continuous evaluation and 35% marks in the University examinations and a consolidated average of 40% to be declared pass.

Based on the student's performance, the following grading system will be adopted:

  • A = Excellent (+70%)
  • B = Very Good (+60%)
  • C = Good (+50%)
  • D = Satisfactory (+40%)
  • E = Failure

(II) Allied Health Sciences and Life Sciences

A) For DMLT, DMIT, DHIA, BScMLT, BScMIT, BScHIA

The assessment system has been conceived, developed and administered on a rigorous and fair basis to bring out the best in students and prepare them for challenging careers. A student's performance is based on:

• Continuous evaluation, performed at the local Learning Centres, carrying 20% weightage on the final score.
• University examinations, conducted at the examination centres and evaluated by the University, carrying 80% weightage on the final score.
• Continuous evaluation is done through assignments and practicals. In each subject, a student should secure at least 50% marks in continuous evaluation and 50% marks in the term-end examination, and an average of 50% to be declared pass. Based on the student's performance the following grading system will be adopted:

  • A = Excellent (+80%)
  • B = Very Good (+70%)
  • C = Good (+60%)
  • D = Satisfactory (+50%)
  • E = Failure

University practical exams will be conducted at pooled examination centres and students should make their own arrangements to attend the examinations.

B) For BScBT, MScBI, MBAHCS, MScCRRA, PGDBI, PGDHSM, PGDCRRA

The assessment system has been conceived, developed and administered on a rigorous and fair basis to bring out the best in students and prepare them for challenging careers. A student's performance is based on:

• Continuous evaluation, performed at the local Learning Centres, carrying 30% weightage on the final score.
• University examinations, conducted at the examination centres and evaluated by the University, carrying 70% weightage on the final score.
• Continuous evaluation is done through assignments and practicals. In each subject, a student should secure at least 35% marks in continuous evaluation and 35% marks in the University examinations, and a consolidated average of 40% to be declared pass.

Based on the student's performance, the following grading system will be adopted:

  • A = Excellent (+70%)
  • B = Very Good (+60%)
  • C = Good (+50%)
  • D = Satisfactory (+40%)
  • E = Failure

(III) Vocational Sciences

Applicable for the programs of Journalism & Mass Communication, Apparel & Fashion Design and Hospitality & Tourism.

The assessment system has been conceived, developed and administered on a rigorous and fair basis to bring out the best in students and prepare them for challenging careers. A student's performance is based on:

• Theory part is assessed by the performance based on continuous evaluation through assignments and term-end examinations conducted at the examination centres. A student must get an average of 40% in both the parts and minimum of 35% in each part.
• The assessment in practical part is based on the performance in Guided & Unguided exercises. A student must get an average of 40% in both the parts and minimum of 35% in each part.

Based on the student's performance the following grading system will be adopted:

- A = Excellent (+70%)
- B = Very Good (+60%)
- C = Good (+50%)
- D = Satisfactory (+40%)
- E = Failure

Examination Results

The student is informed about the examination schedule and Examination Centre through the admit card and also through the website www.smude.edu.in. The Examination Centre will be different from the Learning Centre. Eligible students will be given admit cards to appear in the Term -end examination. Students will have to produce the identity card and admit card to appear in the term-end examination at the Examination Centre. The examination pattern is available in the program guide provided to the students.

The results will be published on the website www.smude.edu.in and the marks card will be sent to the respective Learning Centres. If a student fails to clear any of the papers (either in UE or IA or both), she/he will have to re-appear for the relevant paper by applying to the University through the re-sitting application along with relevant fees, within the due date specified by the University.

Award of Degree

All successful students will be awarded respective Diploma / Degree / PG Diploma / Master's Degree by the University.

Right to amend rules

The University reserves the right to add / delete / change / amend the syllabi, program structure, rules and regulations wherever considered necessary and appropriate without any prior notice. The students are advised to go through the website frequently where all circulars and important information will be hosted from time to time. Promulgation of any such information on the website in the form of circulars/notices is considered to be adequate.

Jurisdiction

All the disputes relating to the University programs and activities are subject to Udupi, Karnataka, India, jurisdiction only.

ALLIED HEALTH SCIENCE		
PROGRAM NAME	**DURATION**	**ELIGIBILITY**
Diploma in Health Information Administration (DHIA)@	2 years (4 semesters)	(a) 10+2 or equivalent **OR** (b) 2 year vocational program in Medical Records/Health Information after 10th standard from a recognized Institution/Board
Diploma in Medical Laboratory Technology (DMLT)@	2 years (4 semesters)	(a) 10+2 or equivalent in Science **OR** (b) 2 year vocational program in Medical Laboratory Technology after 10th standard from a recognized Institution/Board
Diploma in Medical Imaging Technology (DMIT)@	2 years (4 semesters)	(a) 10+2 or equivalent in Science **OR** (b) 2 year vocational program in Radiography / Radio Diagnosis after 10th standard from a recognized Institution/Board
Bachelor of Science in Applied Biotechnology (BScBT) ##	3 years (6 semesters)	(a) 10+2 or equivalent with Biology and Chemistry **OR** (b) 10+2 or equivalent in Science without Biology with Foundation program of SMU
Bachelor of Science in Health Information Administration (BScHIA)@	3 years (6 semesters)	(a) 10+2 or equivalent in any discipline **OR** (b) 2 year vocational program in Medical Records / Health Information after 10th standard from a recognized Institution/Board
Bachelor of Science in Medical Imaging Technology (BScMIT)@	4 years (8 semesters)	(a) 10+2 or equivalent with Science **OR** (b) 2 year vocational program in Radiography / Radio Diagnosis after 10th standard from a recognized Institution/Board
Bachelor of Science in Medical Laboratory Technology (BScMLT)@	4 years (8 semesters)	(a) 10+2 or equivalent in Science **OR** (b) 2 year vocational program in Medical Laboratory Technology after 10th standard from a recognized Institution / Board
PG Diploma in Healthcare Services Management (PGDHSM) ##	1 year (2 semesters)	An MBA Degree from a recognized University or an equivalent of a two year PostGraduate Diploma in Business Management from an AICTE approved institutions. Students who have completed the SMU MBA degree in the past are also eligible to pursue this program, should they wish to acquire a post graduate diploma qualification in an added area of specialization.

\#   Program offered at IT & Management Learning Centres
\## Program offered at select IT & Management and Allied Health Learning Centres
@ Program offered at select Allied Health Learning Centres
$ Program offered at Hotel Management Learning Centres

**Diploma means a candidate who has successfully completed a 3 year Diploma from a State Board of Technical Education.

PROGRAM NAME	DURATION	ELIGIBILITY
PG Diploma in in Bioinformatics (PGDBI) ##	1 year (2 semesters)	(a) Graduate from a recognized University in Life Science / (Biotech/Botany/ Zoology / Microbiology / Chemistry)/In Science with Physics, Mathematics, Statistics/Nursing/Home Science / Food and Nutrition / Agriculture / Dairy technology / Horticulture / Forestry / Fisheries **OR** (b) Graduate from a recognized University in Health / Sciences (MBBS / BDS / BAMS / BHMS / BUMS / BVSc/ BSSM/BNYS) **OR** (c) Graduate from a recognized University in Allied Health Sciences (BMLT/BScMLT/BPT/ BMIT/BScMIT/ BHIA / BSchIA/ BOT/ BSc (Sp & Hg)/ BASLP/ BSc Opt/ Pharmacy (BPharma) **OR** (d) BE in Biotech/BCA/BSc IT/ BSc CS.
PG Diploma in Clinical Research & Regulatory Affairs (PGDCRRA)@	1 year (2 semesters)	(a) Graduate from a recognized University in Health Sciences MBBS / BDS / BAMS / BHMS/ BUMS/ BVSc/ BSSM **OR** (b) Graduate from a recognized University in Allied Health Sciences (BMLT/ BScMLT / BPT/ BMIT / BScMIT / BHIA / BSchIA / BOT/BSc (Sp&Hg)/ BASLP /BScOpt) / Pharmacy (B Pharm) **OR** (c) Graduate from a recognized University in Life Sciences (with Biotech / Botany / Zoology / Microbiology / Chemistry) / Nursing / Home Science / Food & Nutrition
Master of Business Administration in HealthCare Services (MBAHCS) ##	2 years (4 semesters)	*Graduate
Master of Science in Bioinformatics (MScBI)##	2 years (4 semesters)	(a) Graduate from a recognized University in Life Science (Biotech/Botany/ Zoology / Microbiology / Chemistry)/In Science with Physics, Mathematics, Statistics/Nursing/Home Science / Food and Nutrition / Agriculture / Dairy technology / Horticulture / Forestry / Fisheries **OR** (b) Graduate from a recognized University in Health Sciences (MBBS / BDS / BAMS/BHMS/ BUMS / BVSc/ BSSM/BNYS) **OR** (c) Graduate from a recognized University in Allied Health Sciences (BMLT/BScMLT/BPT/ BMIT/BScMIT/ BHIA / BSchIA/ BOT/ BSc (Sp & Hg)/ BASLP/ BSc Opt/ Pharmacy (BPharma) **OR** (d) BE in Biotech/BCA/BSc IT/ BSc CS.

\#   Program offered at IT & Management Learning Centres
\## Program offered at select IT & Management and Allied Health Learning Centres
@ Program offered at select Allied Health Learning Centres
$ Program offered at Hotel Management Learning Centres

* Graduate means a candidate who has successfully completed a 3 year Degree Program from a recognized University.

**Diploma means a candidate who has successfully completed a 3 year Diploma from a State Board of Technical Education.

General Entry Scheme for SMU-DE Programs

PROGRAM NAME	DURATION	ELIGIBILITY
Master of Science in Clinical Research Regulatory Affairs (MScCRRA)@	2 years (4 semesters)	(a) Graduate from a recognized University in Health Sciences MBBS/BDS/ BAMS/ BHMS/ BUMS/ BVSc/ BSSM) **OR** (b) Graduate from a recognized University in Allied Health Sciences (BMLT/ BScMLT / BPT / BMIT /BScMIT /BHIA /BScHIA / BOT/BSc (Sp&Hg) / BASLP /BScOpt) / Pharmacy (B Pharm) **OR** (c) Graduate from a recognized University in Life Sciences (with Biotech / Botany / Zoology / Microbiology / Chemistry) / Nursing / Home Science / Food & Nutrition
HOSPITALITY & TOURISM MANAGEMENT		
Diploma in Hospitality and Catering Management (DHCM)$	1 year (2 semesters)	10+2 or equivalent / **Diploma
Advanced Diploma in Hospitality and Catering Management (ADHCM)$	2 years (4 semesters)	10+2 or equivalent / **Diploma
Bachelor of Science in Hospitality and Catering Management (BScHCM) $	3 years (6 semesters)	10+2 or equivalent / 3 year Diploma from a State Board of Technical Education
PG Diploma in Travel and Tourism Management (PGDTTM) $	1 year (2 semesters)	*Graduate
INFORMATION TECHNOLOGY		
Diploma in Information Technology (DIT)#	1 year (2 semesters)	10+2 or equivalent / **Diploma
Bachelor of Computer Applications (BCA) #	3 years (6 semesters)	10+2 or equivalent / **Diploma
Bachelor of Science in Information Technology (BScIT) #	3 years (6 semesters)	10+2 or equivalent / **Diploma
PG Diploma in Computer Applications (PGDCA) #	1 year (2 semesters)	* Graduate
PG Diploma in Information Technology (PGDIT) #	1 year (2 semesters)	* Graduate
Master of Computer Applications (MCA) #	3 years (6 semesters)	*Graduate
Master of Science in Computer Science (MScCS) #	2 years (4 semesters)	*Graduate
Master of Science in Information Technology (MScIT) #	2 years (4 semesters)	*Graduate
Master of Science in Telecom Technology (MScTT) #	2 years (4 semesters)	*Graduate

\#   Program offered at IT & Management Learning Centres
\#\# Program offered at select IT & Management and Allied Health Learning Centres
@   Program offered at select Allied Health Learning Centres
$ Program offered at Hotel Management Learning Centres

*Graduate means a candidate who has successfully completed a 3 year Degree Program from a recognized University.

MANAGEMENT		
PROGRAM NAME	**DURATION**	**ELIGIBILITY**
Bachelor of Business Administration (BBA)#	3 years (6 semesters)	10+2 or equivalent / **Diploma
Bachelor of Business Administration in Retail Operations (BBARO) #	3 years (6 semesters)	10+2 or equivalent / **Diploma
Bachelor of Commerce in Information System (BComIS) #	3 years (6 semesters)	10+2 or equivalent / **Diploma
PG Diploma in Business Administration (PGDBA) #	1 year (2 semesters)	* Graduate
PG Diploma in Specialization Areas of MBA #	1 year (2 semesters)	*An MBA Degree from a recognized University or an equivalent of a two year Postgraduate Diploma in Business Management from an AICTE approved institutions. Students who have completed the SMU MBA degree in the past are also eligible to pursue this program, should they wish to acquire a postgraduate graduate diploma qualification in an added area of specialization.
Master of Business Administration (MBA) #	2 years (4 semesters)	*Graduate
VOCATIONAL SCIENCES		
Bachelor of Arts in Journalism and Mass Communication (BAJM)#	3 years (6 semesters)	10+2 or equivalent / **Diploma
Bachelor of Science in Apparel and Fashion Design (BScAFD) #	3 years (6 semesters)	10+2 or equivalent / **Diploma
Master of Arts in Journalism and Mass Communication (MAJM) #	2 years (4 semesters)	*Graduate

Program offered at IT & Management Learning Centres
Program offered at select IT & Management and Allied Health Learning Centres
@   Program offered at select Allied Health Learning Centres
$ Program offered at Hotel Management Learning Centres

General conditions for admission

*Graduate means a candidate who has successfully completed a 3 year Degree Program from a recognized University.

**Diploma means a candidate who has successfully completed a 3 year Diploma from a State Board of Technical Education.

Re-entry: Re-entry denotes continuation of study by erstwhile SMU students with requisite qualification, wherein the marks secured in the earlier SMU Examinations will be carried over.

Lateral Entry: Lateral Entry is permitted, subject to fulfillment of the eligibility conditions as prescribed.

Visit www.smude.edu.in to know the details of the programs offered at various Learning Centres.

Important Note

1. The University authorized Learning Centres are permitted to provide counseling services to students admitted by the University into its Diploma, Bachelors, Postgraduate Diploma and Masters Degree programs. Please visit our website for programs permitted for counseling at specific Learning Centres.

2. The basic eligibility for Admission to PG programs is Graduation. Graduate means a candidate who has successfully completed a 3 year University Degree Program. Students having 2 years degree have to do a bridge course.

3. Foreign Students: All foreign students seeking admission to the Distance Learning Programs of SMU must join a regular course of a recognized University in India. Alternatively, they should either be working in India or should be dependents of a person working in India. The course under SMU Distance Education (DE), can be undertaken simultaneously with the regular course mentioned above. No eligibility certificate will be issued to a student who comes to India only to join SMU-DE programs. Foreign nationals seeking admission in India are required to submit the additional application form. The form is available on the website www.smude.edu.in.

4. All the support documents enclosed along with the application form have to be attested by Gazetted Officers or Notary Public or Principal of College/Polytechnic under the University System/Directorate of Technical Education or Head of Institution from which the student passed the eligibility criteria and additionally to be certified by the Learning Centre Head, failing which the application will be rejected. The centre head or the designated person has to verify all the support documents by putting his signature and seal of the LC.

5. Without a valid Residential Permit (RP), international students in India will not be allowed to appear for examinations; RP should be submitted to the University by **May 15, 2010** failing which Provisional admission will be cancelled.

6. Mid session Learning Centre transfers are not permitted.

7. Transfer from one LC to another for foreign nationals is not permitted.

8. There is no provision for doing dual programs of SMU DE at the same time. A candidate is permitted to pursue only one program of SMU DE at a time.

9. The student of final semester of Degree/ Diploma program will have to pay the requisite fee as prescribed by the University at the time of re-registration for the final semester for automatic issue of Degree / Diploma certificate.

10. Sikkim Manipal University of Health, Medical and Technological Sciences (SMU) has been offering Distance Education Programs since February 2001, after informing the University Grants Commission (UGC) and other regulatory bodies, including Distance Education Council (DEC). SMU has received approval from the Distance Education Council to offer programs in distance education mode.

11. University reserves the right to add / delete / change the syllabi, program structure, rules and regulations without any prior notice, as and when required, as per changes in environment. Students are advised to visit the University website www.smude.edu.in where all circulars and important information will be hosted from time to time. Promulgation of any such information in the website in the form of circulars / notices is considered to be adequate.

12. Legal disputes, if any, shall come under jurisdiction of Udupi (Karnataka), India.

13. Payment of fee:

(A) All payments shall be made by the students only in the form of DD drawn in favour of "Sikkim Manipal University, DE" payable at Manipal / Udupi and student should endorse the name, application number and centre code on the reverse of the DD. The students are advised to retain the counterfoil and photocopy of the DD with them for their reference.

(B) Payment of fees can also be made through SMU-DDE SBI Challan from all Core Banking branches of State Bank of India (SBI). University will not take any responsibility if amount is deposited at branches other than Core banking of SBI. Please use only one challan per student.

(C) Payment of fees can also be made through any credit/debit card of MasterCard / VISA Card at select Learning Centres.

(D) Aspiring students filling up Online Admission form can make payment through Payment Gateway option.

> **Note:** Payments made other than in the above forms will be at own risk. The fees once paid cannot be refunded for admitted students. The refunds for rejected applications will be made after deducting Rs.500/- as processing fee.
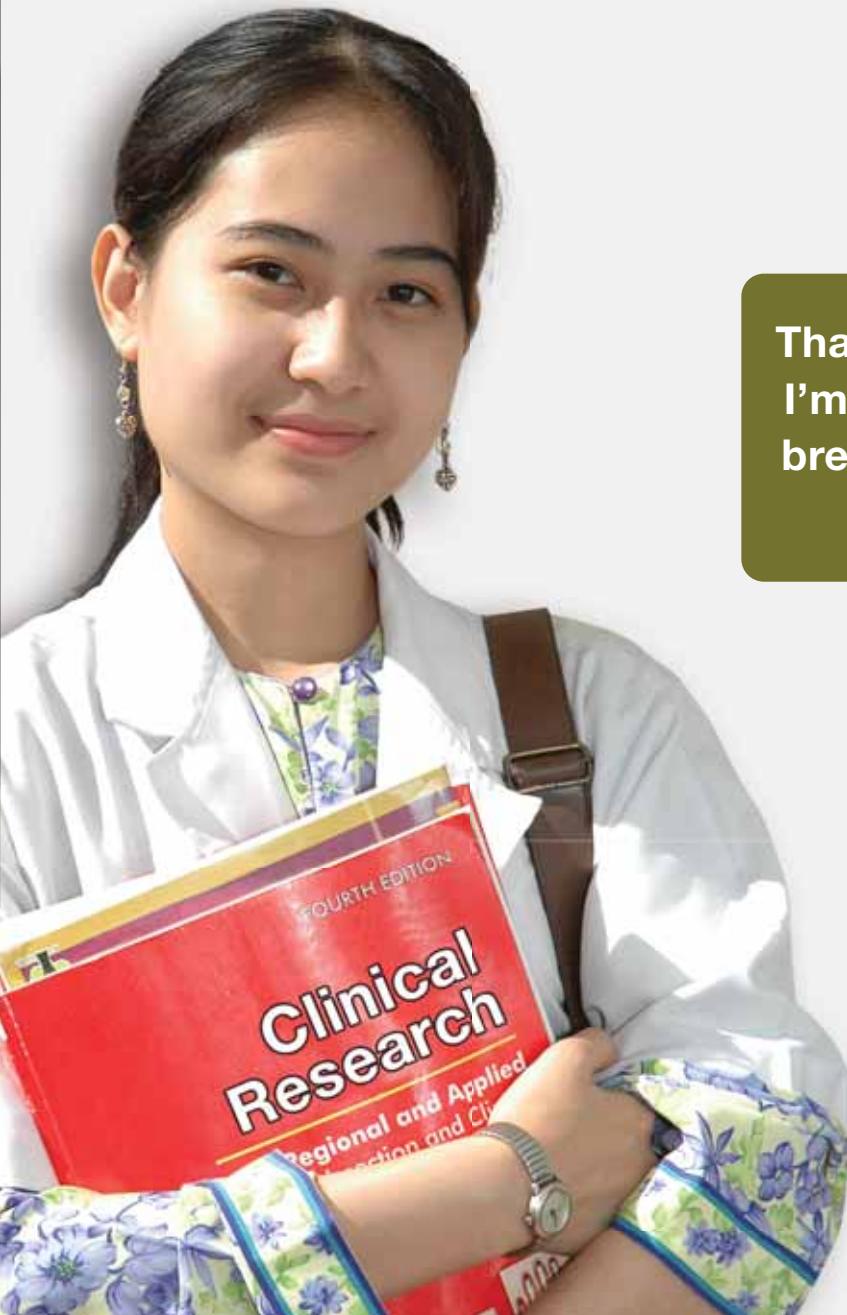
Thanks to SMU-DE, now I'm confident to make a breakthrough in Clinical Research.

Experience MScCRRA at: http://www.smude.edu.in/MScCRRAdemo/

Lateral Entry Scheme for SMU Programs

Some of the programs are designed for multiple entry and exit. The candidates can enrol for the programs based on basic qualification and lateral entry qualification.

Basic Qualification: For graduation, basic qualification is 10+2 or equivalent. For postgraduation, basic qualification is three year graduation or above. In Allied Health program there is also a requirement to have specific subjects such as Biology / Science subjects which is mandatory in 10+2 or equivalent for certain programs. In certain program, students with 10+2 without Biology / 10+2 in any stream are permitted, provided they do the Basic Science Program from SMU simultaneously. The specific provisions are indicated under the respective program headings.

Lateral Entry Qualification: Lateral entry means a candidate having basic qualification and previous qualification in relevant field is given an opportunity to enter a higher semester. However, such students will be required to appear and qualify in the previous semester's relevant papers.

Candidates may exit the program at any stage and will get the corresponding Diploma / Bachelor degrees based on the exit qualification. The various entry and exit points for various programs applicable are graphically illustrated below. The details of eligibility criteria and fees structure of lateral entries are indicated in the respective program headings.

Re-entry schemes indicated below are applicable only to the students of SMU - DDE.
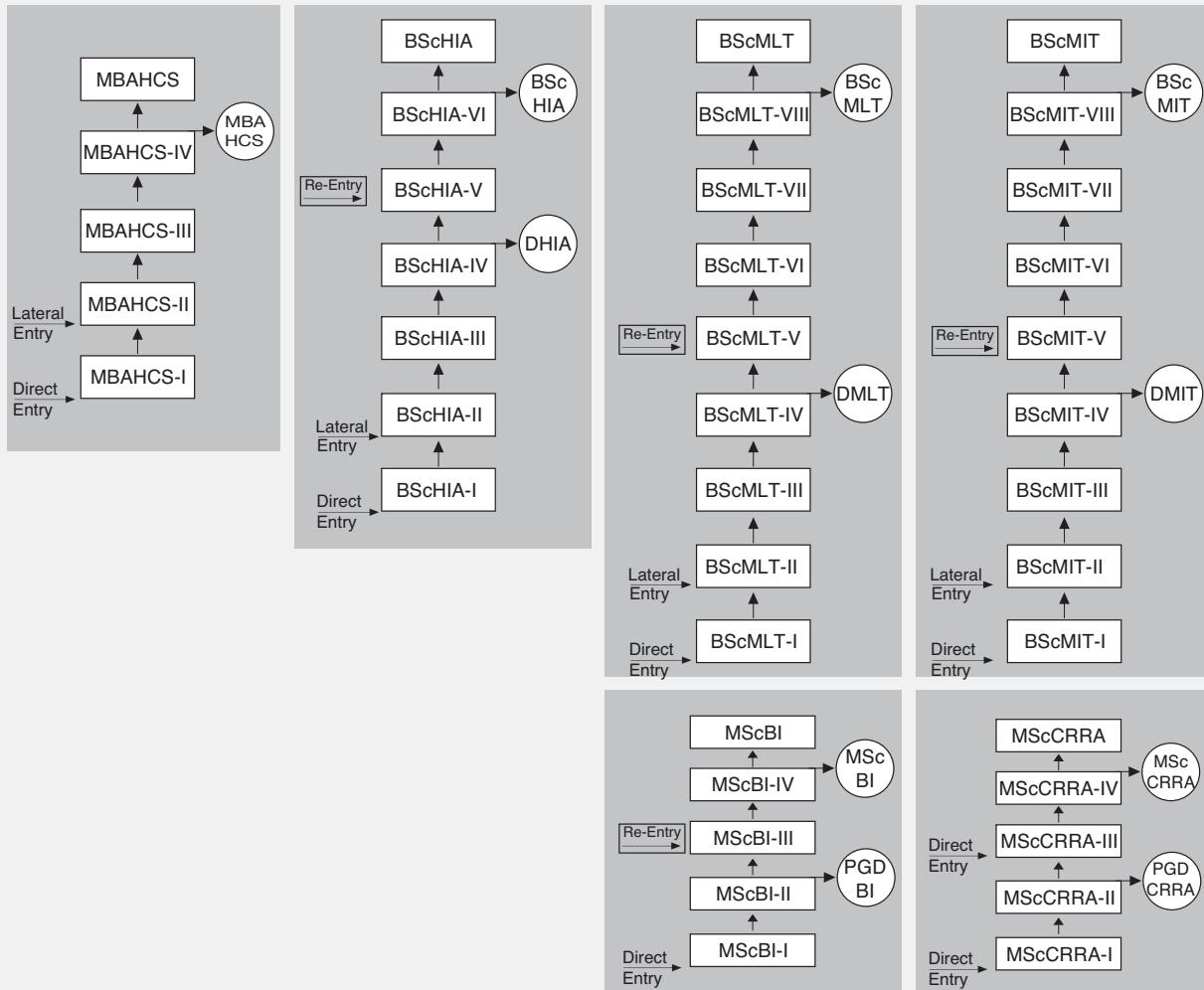
The program is designed for undergraduates who wish to make a career in the field of biotechnology. This exciting field is full of career opportunities, both at the industry and the academic or research levels. The first year of this 3-year program is designed to be a foundation program with students being trained in the basics of various subjects required for a further understanding of biotechnology. The second intermediate year consists of advanced programs in topics pertinent to the subject. In the final year, students are exposed to specialized topics in various areas of biotechnology.

Objectives:
- Providing in-depth training in both the theoretical and practical aspects of various topics like Molecular and Cell Biology, Molecular Genetics, Tissue Culture and core areas of Biotechnology such as Agricultural, Industrial, Medical and Environmental Biotechnology.
- To enable students to pursue a PG degree in the field of biotechnology or specialize in specific topics like Molecular Biology or Genetics covered in the program.

Eligibility:

(a) 10+2 or equivalent with Biology and Chemistry   OR
(b) 10+2 or equivalent in Science (without Biology). The candidates seeking admission under this criterion must also undergo a foundation program in Biology in the first Semester. The study material shall be provided by the University and the examination will be conducted at the Learning Centres as per guidelines issued by the University. An additional fee of Rs.2,200/- is applicable in addition to the course fee for candidates seeking admission under this criterion.

Semester Fee: Rs.12,450/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time. (Regarding Practical Course Fees see next page).

Minimum duration: 3 years (6 semesters)

Maximum duration: 6 years

Minimum counseling and hands-on experience at Learning Centres: 160 hrs/semester.

Program Structure

First Semester		
Sub. Code	Title	Credits
BO0034	Chemistry (Organic and Physical)	4
BO0035	Biochemistry - I	4
BO0036	Biology of Plants	2
BO0037	Biology of Invertebrates	2
BO0038	Biology of Chordates	2
BO0039	Communication Skills in English	2
	Total Cumulative Credits	16

Second Semester		
Sub. Code	Title	Credits
BO0040	Basics of IT and Windows based applications	4
BO0041	Biochemistry - II	4
BO0042	Cell Biology	4
BO0043	Practical - I - Cell Biology & Biochemistry	4
	Total Cumulative Credits	32

Third Semester		
Sub. Code	Title	Credits
BO0044	Introduction to Biotechnology and Bioinformatics	2
BO0045	Microbiology	4
BO0046	Biophysics	2
BO0047	Biostatistics and Mathematics	4
BO0048	Genetics	4
	Total Cumulative Credits	48

Fourth Semester		
Sub. Code	Title	Credits
BO0049	Molecular Biology	4
BO0050	Molecular Genetics	4
BO0051	Immunology	4
BO0052	Practical - II - Genetics and Microbiology	4
	Total Cumulative Credits	64

Fifth Semester		
Sub. Code	Title	Credits
BO0053	Developmental Biology	4
BO0054	Cell and Tissue Culture	4
BO0055	Plant and Animal Biotechnology	4
BO0056	Environmental Biotechnology	4
	Total Cumulative Credits	80

Sixth Semester		
Sub. Code	Title	Credits
BO0057	Medical Biotechnology	4
BO0058	Industrial Biotechnology	4
BO0059	Bioethics and IPR	4
BO0060	Practical - III Immunology and Molecular Biology	4
	Total Cumulative Credits	96

* This program is available only at select Learning Centres.

Bachelor of Science in Applied Biotechnology (BScBT)
(Revised Spring 2007)*

Practical courses

The BScBT students have to undergo mandatory practical courses once in a year as a part of the course requirement. There will be three practical subjects, one each in II, IV and VI semesters. Each practical course is of four credits. The duration of the practical course will be about 7 days. On the last day of each practical course, there will be an examination. Out of the total marks, 60% is meant for continuous assessment over the duration of the practical course and 40% for the final examination to be held on the last day of the practical course. Since these practical courses require advanced equipment and imported chemicals, they will be conducted only at the University designated nodal centres. These nodal centres are provided with full fledged infrastructure and trained staff to support the students. Practical courses will be scheduled once in a year and it is compulsory for all the students to attend the practical courses. The fee for the practical course is Rs.6,000/- each year including the practical examination fees. Cost of travel and accommodation to attend the practical course at designated nodal centres are not a part of the fees and will be separately borne by the students. The Practical fee should be paid to the University along with II, IV and VI semesters re-registration fees.

Year	Course Code	Course
1st	BO0043	Cell Biology and Biochemistry
2nd	BO0052	Genetics and Microbiology
3rd	BO0060	Immunology and Molecular Biology

Bachelor of Science in Health Information Administration (BScHIA)
Diploma in Health Information Administration (DHIA)
(Revised Spring 2007)

27

Health information is the latest and fastest growing field. This program is designed to develop skills in effective management of health information in a health care setup with the help of recent methods and technology. The program also emphasizes on developing skills in use of ICD -10 for classifying diseases and operative procedures for comparison and statistical process. The program provides the opportunities to practice and develop skills in collecting and analysing health care data.

Objectives:

- To enable students in overall management of a medical records department in a health care setup.
- To enable students to learn, interpret and prepare documents necessary in routine health care practices.
- To equip candidates with the required skills to prepare medical and medico-legal documents, which are an integral part of hospital management.

- Public health departments may appoint graduates to supervise data collection from health care institutions and assist in research.

Eligibility:

(a) 10+2 or equivalent.   OR

(b) 2 year vocational program in Medical Records / Health Information after 10th standard from a recognized Institution/Board.

Semester Fee: Rs.10,750/- per semester (inclusive of Exam Fee Rs.1,100/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 3 years (6 semesters)

Maximum duration: 6 years

Minimum counseling and hands-on experience at Learning Centres: 250 hours / semester (Average).

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Bachelor of Science in Health Information Administration (BScHIA)
Diploma in Health Information Administration (DHIA)
(Revised Spring 2007)

Program Structure

First Semester		
Sub. Code	Title	Credits
BH0031	Communication Skills in English	4
BH0032	Basic Computer Skills - I	4
BH0033	Basics of Anatomy	4
BH0034	Basics of Physiology	4
BH0035	Fundamentals of Medical Record Sciences	3
	Total Cumulative Credits	19

Provision for lateral entry to second semester of BScHIA

Eligibility: Two year Diploma / Certificate in Medical Record Technology from a recognized institution after 10+2.

Additional fee: In addition to normal fee, an additional lateral entry fee of Rs.4,100/- (inclusive of examination fees) is payable by the students opting for this scheme.

Note: In this lateral entry scheme, a student has to appear and pass the first semester examination. Books of the first semester will be supplied by the University and assessment will be completed at the Learning Centre.

Second Semester		
Sub. Code	Title	Credits
BH0036	Pharmacology	2
BH0037	General Pathology & Hematology	2
BH0038	Business English	4
BH0039	Medical Record Science - I	4
BH0040	Computer Skills - II	4
	Total Cumulative Credits	35

Third Semester		
Sub. Code	Title	Credits
BH0041	Medical Ethics and Legal Aspects	4
BH0042	Medical Terminology - I	4
BH0043	Medical Record Science - II (Managing OP and Medical Records Department)	5
BH0044	Problem Solving Techniques	3
	Total Cumulative Credits	51

Fourth Semester		
Sub. Code	Title	Credits
BH0045	Medical Terminology - II	4
BH0046	Introduction & Coding for Health Insurance	4
BH0047	International Classification of Diseases and Coding	4
BH0048	Directed Practice (MRD Associated Departments* Postings)	4
	Total Cumulative Credits	67

* Includes Front office, Billing section, Admission & Laboratory service.

Diploma in Health Information Administration

After successful completion of first four semesters of BScHIA, if a student wishes to discontinue the program, such a student shall be awarded the Diploma in Health Information Administration certificate as an exit qualification.

Provision for Re-entry into fifth semester of BScHIA:

Eligibility: DHIA of SMU (Revised Spring 2007)

Semester Fee: Rs.10,750/- per semester (inclusive of Exam Fee Rs.1,100/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 1 year (2 semesters)

Maximum duration: 2 years

Note: A maximum gap of one year is allowed for the student to get admitted under this scheme after the completion of DHIA.

Fifth Semester		
Sub. Code	Title	Credits
BH0049	Accountancy	3
BH0050	Applied Medical Transcription	3
BH0051	Bio - statistics & Epidemiology	5
BH0052	Directed Practice (MRD & Accounts Department Postings)	5
	Total Cumulative Credits	83

Sixth Semester		
Sub. Code	Title	Credits
BH0053	Computer Applications in Health	3
BH0054	Hospital Administration and Public Relations	5
BH0055	Project	9
	Total Cumulative Credits	100

Bachelor of Science in Medical Imaging Technology (BScMIT)
Diploma in Medical Imaging Technology (DMIT)
(Revised Spring 2007)

29

The BScMIT program focuses on various aspects of radio-diagnostic technology and medical imaging for appropriate diagnosis of diseases. Graduates will be able to meet the requirements of health care sector by managing radiological diagnostic service facilities and assist in radiographical procedure involving ultrasonography, Computerised Tomography (CT) scan and Magnetic Resonance Imaging (MRI).

Objectives:
- To make the students learn the basic anatomy of the body so that he/she can interpret the parts on the radiograph.
- To teach the basic physiology of the body and how pathology will alter it leading to a disease process.
- To train the students in conventional radiography as well as in modern imaging techniques.
- To educate students about a few alternative procedures which are not routinely performed.

Eligibility:
(a) 10+2 or equivalent with Science. OR
(b) 2 year vocational program in Radiography / Radio Diagnosis after 10th standard from a recognized Institution / Board.

Semester Fee: Rs.10,750/- per semester (inclusive of Exam Fee Rs.1,100/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 4 years (8 semesters). Including 1 year (2 semesters) internship.

Maximum duration: 8 years

Minimum counselling and hands-on experience at Learning Centres: 250 hours / semester (Average).

Program Structure

First Semester		
Sub. Code	Title	Credits
BD0031	Communication Skills in English	4
BD0032	Basic Computer Skills - I	4
BD0033	Basics of Anatomy	4
BD0034	Basics of Physiology	4
BD0035	Fundamentals of Medical Imaging Technology	3
	Total Cumulative Credits	19

Provision for lateral entry to second semester of BScMIT (First Level):

Eligibility: One year Diploma / Certificate in Radio Diagnosis Technology from a recognized institution after 10+2 with Science. This category of students are required to do full internship of one year (VII & VIII semesters).

Minimum duration: 3 years and 6 months
Maximum duration: 7 years.

Additional fee: In addition to normal fee, an additional lateral entry fee of Rs.4,100/- (inclusive of examination fees) is payable by the students opting for this scheme.

Note: In this lateral entry scheme, a student has to appear and pass the first semester examination. Books of the first semester will be supplied by the University and assessment will be completed at the Learning Centre.

Provision for lateral entry to second semester of BScMIT (Second Level):

Eligibility: Two year Diploma / Certificate in Radio Diagnosis Technology from a recognized institution after 10+2 with Science. This category of students are required to do only 6 months internship instead of one year internship.

Minimum duration: 3 years
Maximum duration: 6 years

Additional fee : In addition to normal fee, an additional lateral entry fee of Rs.4,100/- (inclusive of examination fees) is payable by the students opting for this scheme.

Note: In this lateral entry scheme, a student has to appear and pass the first semester examination. Books of the first semester will be supplied by the University and assessment will be completed at the Learning Centre.

Second Semester		
Sub. Code	Title	Credits
BD0036	Radiographic Anatomy	3
BD0037	Radiological Physics	5
BD0038	Radiographic Photography	5
BD0039	General Principles of Hospital Practice and Care of Patients	3
	Total Cumulative Credits	35

Third Semester		
Sub. Code	Title	Credits
BD0040	Physics of Radiographic Equipment	4
BD0041	Radiographic Techniques - Routine Procedures - Paper - I	4
BD0042	Radiographic Techniques - Routine Procedures - Paper - II	4
BD0043	Radiographic Techniques - Routine Procedures - Paper - III	4
	Total Cumulative Credits	51

Bachelor of Science in Medical Imaging Technology (BScMIT)
Diploma in Medical Imaging Technology (DMIT)
(Revised Spring 2007)

Fourth Semester		
Sub. Code	Title	Credits
BD0044	Patient Care in Diagnostic Radiology	3
BD0045	Radiographic Techniques - Special Procedures - Paper - I	3
BD0046	Radiographic Techniques - Special Procedures - Paper - II	3
BD0047	Radiographic Techniques - Special Procedures - Paper - III	3
BD0048	Quality Assurance and Radiation Safety	4
	Total Cumulative Credits	67

Diploma in Medical Imaging Technology

After successful completion of first four semesters of BScMIT, if a student wishes to discontinue the program, such a student shall be awarded the Diploma in Medical Imaging Technology certificate as an exit qualification.

Provision for Re-entry into fifth semester of BScMIT:

Eligibility: DMIT of SMU (Spring 2007)
Semester Fee: Rs.10,750/- per semester (inclusive of Exam Fee Rs.1,100/- & Alumni Fee Rs.100/-) or as revised from time to time.
Minimum duration: 2 years (4 semesters)
Maximum duration: 4 years
Note: A maximum gap of one year is allowed for the student to get admitted under this scheme after the completion of DMIT.

Fifth Semester		
Sub. Code	Title	Credits
BD0049	Physics of New Imaging Modalities - CT & Ultrasound	4
BD0050	Physics of New Imaging Modalities - MRI & Digital Imaging	4
BD0051	CT imaging and Contrast Techniques	4
BD0052	CT imaging - Patient Care, Technologist's Role & Practical	4
	Total Cumulative Credits	83

Sixth Semester		
Sub. Code	Title	Credits
BD0053	Ultrasound Imaging	3
BD0054	Interventional and Digital Radiology	3
BD0055	MRI Imaging, Patient Care, Technologist's Role & Practical	3
BD0056	Organizing and Managing Imaging Department	3
BD0057	Project	4
	Total Cumulative Credits	99

Seventh Semester (Internship)		
Sub. Code	Title	Credits
BD0058	Radiographic Positioning	6
BD0059	Radiographic Special Procedures	5
BD0060	USG / Doppler	5
	Total Cumulative Credits	115

Eighth Semester (Internship)		
Sub. Code	Title	Credits
BD0061	CT Imaging	6
BD0062	MRI	6
BD0063	Front Office	4
	Total Cumulative Credits	131

Bachelor of Science in Medical Laboratory Technology (BScMLT)
Diploma in Medical Laboratory Technology (DMLT)
(Revised Spring 2007)

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Medical laboratory technology plays an important role in the detection and treatment of many diseases. This program trains students to perform various tests in the fields of bio-chemistry, pathology, microbiology and blood banking. As vital members of the health care team, they assist physicians during the diagnosis and treatment of patients. The syllabus is relevant to the needs of the health sector.

Objectives and Scope:
- The main aim of the program is to train students and thus provide skilled technologists in a variety of laboratory settings.
- The laboratory technology through distance education mode provides opportunity to the working technicians as well as to those who want to get involved in the field of laboratory medicine.
- There are excellent job opportunities for qualified medical laboratory technologists. They can work in hospital and research laboratories, public health facilities, industrial laboratories and in colleges.

Eligibility:
(a) 10+2 or equivalent with Science   OR
(b) 2 year vocational program in Medical Laboratory Technology after 10th standard from a recognized Institution/Board.

Semester Fee: Rs.10,750/- per semester (inclusive of Exam Fee Rs.1,100/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 4 years (8 semesters). Including 1 year (2 semesters) Internship.

Maximum duration: 8 years.

Minimum counseling and hands-on experience at learning centers: 250 hours / semester (Average).

Program Structure

First Semester		
Sub. Code	Title	Credits
BL0025	Communication Skills in English	4
BL0026	Basic Computer Skills - I	4
BL0027	Basics of Anatomy	4
BL0028	Basics of Physiology	4
BL0029	Fundamentals of Medical Laboratory Technology	3
	Total Cumulative Credits	19

Provision for lateral entry to second semester of BScMLT (First Level):

Eligibility: One year Diploma / Certificate in Medical Laboratory Technology from a recognized institution after 10+2 with Science. This category of students are required to do full internship of one year (VII & VIII semesters).

Minimum duration: 3 years and 6 months

Maximum duration: 7 years

Additional fee: In addition to normal fee, an additional lateral entry fee of Rs.4,100/- (inclusive of examination fees) is payable by the students opting for this scheme.

Note: In this lateral entry scheme, a student has to appear and pass the first semester examination. Books of the first semester will be supplied by the University and assessment will be completed at the Learning Centre.

Provision for lateral entry to second semester of BScMLT (Second Level):

Eligibility: Two year Diploma / Certificate in Medical Laboratory Technology from a recognized institution after 10+2 with Science. This category of students are required to do only 6 months internship instead of one year internship.

Minimum duration: 3 years

Maximum duration: 6 years

Additional fee : In addition to normal fee, an additional lateral entry fee of Rs.4,100/- (inclusive of examination fees) is payable by the students opting for this scheme.

Note: In this lateral entry scheme, a student has to appear and pass the first semester examination. Books of the first semester will be supplied by the University and assessment will be completed at the Learning Centre.

Second Semester		
Sub. Code	Title	Credits
BL0030	Basic Haematological Techniques	4
BL0031	Haematological Disorders	3
BL0032	Basics of Biochemistry	4
BL0033	Lab Reagents, Instrumentation and Techniques	4
BL0034	General Bacteriology - I	2
BL0035	Systemic Bacteriology - I	2
	Total Cumulative Credits	38

Bachelor of Science in Medical Laboratory Technology (BScMLT)
Diploma in Medical Laboratory Technology (DMLT)
(Revised Spring 2007)

Third Semester		
Sub. Code	Title	Credits
BL0036	Immunology, Serology and Parasitology - I	2
BL0037	Mycology, Virology and Quality Control - I	2
BL0038	Carbohydrates and Lipids	4
BL0039	Proteins and Diagnostic Enzymology	4
BL0040	Blood Transfusion Techniques - I	2
BL0041	Blood Bank Procedures and Haemolytic Diseases of the Newborn - I	2
	Total Cumulative Credits	54

Fourth Semester		
Sub. Code	Title	Credits
BL0042	Liver and Renal Function Tests, Hormones and Tumor Markers	4
BL0043	Electrolytes, Acid Base Balance, Factors in Haemoglobin Synthesis & Automation	4
BL0044	Histotechnology and Cytotechnology	4
BL0045	Examination of Body Fluids	4
	Total Cumulative Credits	70

Diploma in Medical Laboratory Technology

After successful completion of first four semesters of BScMLT, if a student wishes to discontinue the program, such a student shall be awarded the Diploma in Medical Laboratory Technology certificate as an exit qualification.

Provision for Re-entry into fifth semester of BScMLT:

Eligibility: DMLT of SMU (Revised Spring 2007)
Semester Fee: Rs.10,750/- per semester (inclusive of Exam Fee Rs.1,100/- & Alumni Fee Rs.100/-) or as revised from time to time.
Minimum duration: 2 years (4 semesters)
Maximum duration: 4 years
Note: A maximum gap of one year is allowed for the student to get admitted under this scheme after the completion of DMLT.

Fifth Semester		
Sub. Code	Title	Credits
BL0046	Histology Routine and Special Staining	4
BL0047	Haemostasis and Quality Assurance	4
BL0048	General Bacteriology – II	2
BL0049	Systemic Bacteriology – II	2
BL0050	Immunology, Serology and Parasitology – II	2
BL0051	Mycology, Virology and Quality Control – II	2
	Total Cumulative Credits	86

Sixth Semester		
Sub. Code	Title	Credits
BL0052	Blood Transfusion Techniques – II	2
BL0053	Blood Bank Procedures and Haemolytic diseases of the Newborn – II	2
BL0054	Organization and Management of Labs	4
BL0055	Project	5
	Total Cumulative Credits	99

Seventh Semester (Internship)		
Sub. Code	Title	Credits
BL0056	Microbiology	6
BL0057	Biochemistry	6
BL0058	Haematology	4
	Total Cumulative Credits	115

Eighth Semester (Internship)		
Sub. Code	Title	Credits
BL0059	Blood Banking	4
BL0060	Pathology	6
BL0061	Front Office	6
	Total Cumulative Credits	131

Objectives:

- To attract students who have either completed a post graduate program in general management, or may wish to specialize further, following completion of an MBA.
- To open up more career opportunities to these potential students.
- To give students the option of studying further, while on the job.
- To provide in-depth theoretical and practical knowledge in the area of Healthcare Sciences.

Eligibility: An MBA degree from a recognized University, or an equivalent of a two-year Post Graduate Diploma in Business Management from an AICTE approved institution. Students who have completed the SMU MBA degree in the past are also eligible to pursue this program, should they wish to acquire a post graduate diploma qualification in an added area of specialization.

Semester Fee: Rs.11,700/- per semester, (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 1 year (2 semesters)

Maximum duration: 2 years

Minimum counseling and hands-on experience at Learning Centres: 160 hrs/semester.

Exemptions: Students who have completed the SMU MBA degree (Revised Fall 2007) may be exempted from taking the core subjects offered in the first and second semesters of the PG Diploma, since they would have taken these as a part of the MBA program.

Program Structure

First Semester		
Sub. Code	Title	Credits
MB0034	Research Methodology	3
MB0035	Legal Aspects of Business	3
	4 Subjects in area of Specialization (2 Credits Each)	8
	Begin Project work*	
	Total Cumulative Credits	14

Second Semester		
Sub. Code	Title	Credits
MB0036	Strategic Management & Business Policy	3
MB0037	International Business Management	3
	4 Subjects in area of Specialization (2 Credits Each)	8
	Complete Project work*	4
	Total Cumulative Credits	32

Specialization

First Semester		
Sub. Code	Title	Credits
MH0040	Health Administration	2
MH0041	Hospital Organization, Operations and Planning	2
MH0042	Hospital and Healthcare Information Management	2
MH0043	Finance, Economics and Materials Management in Healthcare Services	2
MH0044	Project*	

Second Semester		
Sub. Code	Title	Credits
MH0047	Public Relations and Marketing for Healthcare Organization	2
MH0048	Management of Healthcare Human Resources	2
MH0049	Legal Aspects in Healthcare Administration	2
MH0050	Quality Management in Healthcare Services	2
MH0044	Project*	4

*The Project will be done in the area of specialization and should be a live project on an ongoing problem faced by an organization, under a company guide. It will commence in Semester I and will be completed in Semester II. Evaluation will be conducted in Semester II.

Master of Science in Bioinformatics (MScBI)
Post Graduate Diploma in Bioinformatics (PGDBI)
(Revised Fall 2007)

Bioinformatics often interchangeably used with Computational Biology is an integrated subject encompassing applied Mathematics, Statistics, Computer Science, Chemistry and Biochemistry to solve biological problems usually at the molecular level. Bioinformatics is directed towards the study of sequence alignment, gene finding, genome assembly, protein structure alignment, protein structure prediction, prediction of gene expression protein - protein interaction, phylogenetic modeling and evolutionary relationship. With its unparalleled strength in the area of Information Technology, India is on the brink of a major revolution in the area of Biotechnology, and Bioinformatics is one of the emerging areas where there is a great potential for career opportunities.

The first two semesters of the program cover topics required for a sound knowledge of both Biology-related and IT subjects. These include Cell Biology and Genetics, Immunology, Biochemistry, Molecular Biology, Mathematics and Statistics, Linux Programming, Programming in C, Python, and Biological Databases & Sequence Analysis.

The Third and Fourth semesters aim at providing students with advanced training in areas like Genomics, Proteomics, Drug Design and Discovery, Programming with PERL and JAVA, DBMS, Data Warehousing and Algorithms in Bioinformatics. At the end of each even semesters (Second & Fourth) the students have to complete a Project Work.

Objectives:
- To provide the students with the requisite knowledge that will enable them to pursue a career in Bioinformatics either in academics or in industry.
- To Impart in-depth training in theoretical and practical aspects of applications of Information Technology to solve problems in Biology.
- To enable the students to acquire an integrated outlook of the subject so that they could become potential researchers in the fields of Biotechnology and Bioinformatics.

Eligibility:
(a) Graduate from a recognized University in Life Science (Biotech / Botany / Zoology / Microbiology/ Chemistry) in Science with Physics, Mathematics, Statistics/ Nursing / Home Science / Food and Nutrition / Agriculture / Dairy technology / Horticulture / Forestry / Fisheries   OR
(b) Graduate from a recognized University in Health Sciences (MBBS/ BDS/ BAMS/BHMS/ BUMS/ BVSc/ BSSM/ BNYS) OR

(c) Graduate from a recognized University in Allied Health Sciences (BMLT / BScMLT / BPT / BMIT / BScMIT / BHIA / BScHIA/ BOT/ BSc (Sp & Hg) / BASLP/ BSc Opt / Pharmacy (BPharma) OR
(d) BE in Biotech/BCA/BSc IT/ BSc CS.

Semester Fee: Rs.17,700/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.
Minimum duration: 1 year (2 semesters) {for PGDBI}; 2 years (4 semesters) {for MScBI}.
Maximum duration: 2 years {for PGDBI}; 4 years {for MScBI}.
Minimum Counseling and hands-on experience at Learning Centres: 160 hrs/semester.

Program Structure

First Semester		
Sub. Code	Title	Credits
BI0024	Cell Biology & Genetics	4
BI0025	Immunology	2
BI0026	Biochemistry	4
BI0027	Linux	2
BI0028	Mathematics & Statistics	4
	Total Cumulative Credits	16

Second Semester		
Sub. Code	Title	Credits
BI0029	Molecular Biology	4
BI0030	Biological Database & Sequence Analysis	4
BI0031	Programming for Bioinformatics I (C Programming)	4
BI0032	Programming for Bioinformatics II (Python, HTML, XML)	2
BI0033	Project	2
	Total Cumulative Credits	32

PG Diploma in Bioinformatics
After successful completion of first two semesters of MScBI, if a student wishes to discontinue, such a student will be awarded the PG Diploma in Bioinformatics as an exit qualification.

Provision for Re-entry to third semester of MScBI:
Eligibility : PGDBI of SMU (Revised Fall 2007)
Semester Fee: Rs.17,700/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.
Minimum duration: 1 year (2 semesters)
Maximum duration: 2 years
Note: A maximum gap of one year is allowed for the student to get admitted under this scheme after the completion of PGDBI.

Third Semester		
Sub. Code	Title	Credits
BI0034	Genomics	2
BI0035	Proteomics	2
BI0036	Programming for Bioinformatics III (PERL)	4
BI0037	Programming for Bioinformatics IV (JAVA Programming)	4
BI0038	Database Management Systems	4
	Total Cumulative Credits	48

Fourth Semester		
Sub. Code	Title	Credits
BI0039	Drug Design & Discovery	4
BI0040	Algorithms in Bioinformatics	4
BI0041	Data Warehousing and Data Mining	4
BI0042	Project	4
	Total Cumulative Credits	64

Master of Business Administration in Health Care Services (MBAHCS)
(Revised Spring 2010)

In today's highly competitive and rapidly evolving healthcare market, healthcare professionals and managers need more than just medical training to succeed. This program is designed to equip healthcare professionals with the knowledge, skills and educational expertise necessary to master modern business principles which are necessary in solving complexities, arising in healthcare services organizations and for career advancement in the healthcare industry.

Objectives:
- To develop the essential managerial skills required to meet and participate in an increasingly competitive business environment and with special focus on the Healthcare sector.
- To provide theoretical and practical knowledge of Healthcare services and Hospital Organization, Operations and Planning.
- To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases/technical know how in the Healthcare services sector.
- To hone the student's analytical abilities.
- To communicate effectively through writing and in interpersonal communication.
- To use information and communication technologies effectively.
- To make informed decisions in selection, utilization & evaluation of opportunities / choices available.
- To give the student a starting edge in the Healthcare Industry.

Eligibility: 3 year Graduation.

Semester Fees: Rs.11,700/- per semester(inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 2 years (4 semesters)

Maximum duration: 4 years

Minimum counseling and hands-on experience at Learning Centres: 180 hrs/semester.

Program Structure

First Semester

Sub. Code	Title	Credits
MB0038	Management Process & Organizational Behavior	4
MB0039	Business Communication	4
MB0040	Statistics for Management	4
MB0041	Financial and Management Accounting	4
MB0042	Managerial Economics	4
MB0043	Human Resource Management	4
	Total Cumulative Credits	24

Provision for lateral entry to second semester of MBAHCS

Eligibility:
(a) BBA / BBM from a recognized University **OR**
(b) 3-year Graduation with PGDBA from AICTE recognised institution **OR**
(c) 3-year Graduation with 6 month Management Diploma from an institution and minimum 1 year managerial / supervisory experience in reputed organization thereafter **OR**
(d) 3-year Graduation and minimum 3 year managerial / supervisory experience in a reputed organization thereafter **OR**
(e) MBBS / BDS / B.PHARM / BHMS / BAMS / BUMS / BSSM / BVSc / 4 year graduation in Allied Health Science / Life Science graduates from a recognized University.

Additional fees: In addition to the normal fees, an additional lateral entry fee of Rs.3,800/- (inclusive of examination fee) is payable by students opting for this scheme.

Note: In the lateral entry scheme, students have to appear and pass the First Semester examination. Books of First Semester will be supplied by the University and internal assessment will be completed at the Learning Centre.

Second Semester

Sub. Code	Title	Credits
MB0044	Production and Operation Management	4
MB0045	Financial Management	4
MB0046	Marketing Management	4
MB0047	Management Information System	4
MB0048	Operations Research	4
MB0049	Project Management	4
	Total Cumulative Credits	48

Third Semester

Sub. Code	Title	Credits
MB0050	Research Methodology	4
MB0051	Legal Aspects of Business	4
MH0051	Health Administration	4
MH0052	Hospital Organization, Operations and Planning	4
MH0053	Hospital & Healthcare Information Management	4
MH0054	Finance, Economics and Materials Management in Healthcare Services	4
MH0055	Project*	
	Total Cumulative Credits	72

Fourth Semester

Sub. Code	Title	Credits
MB0052	Strategic Management and Business Policy	4
MB0053	International Business Management	4
MH0056	Public Relations & Marketing for Healthcare Organizations	4
MH0057	Management of Healthcare Human Resources	4
MH0058	Legal Aspects in Healthcare Administration	4
MH0059	Quality Management in Healthcare Services	4
MH0055	Project*	4
	Total Cumulative Credits	100

* The Project will be done in the area of specialization and should be a live project on an ongoing problem faced by an organization, under a company guide. It will commence in Semester 3 and will be completed in Semester 4. Evaluation will be conducted in semester 4.

Master of Science in Clinical Research & Regulatory Affairs* (MScCRRA)
Post Graduate Diploma in Clinical Research and Regulatory Affairs* (PGDCRRA)
(Revised Fall 2009)

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Clinical research and regulatory affairs is a branch of medical science that determines the safety and effectiveness of medications, devices, diagnostic products, and treatment regimens intended for human use. It is also concerned with investigating the influence of population and biological diversity as well as disease states on responses to treatment. The results of clinical research studies (especially clinical trials) are essential for gaining approval for marketing new medications and devices or new indications of existing products from regulatory agencies throughout the world.

India has one of the largest patient populations for most diseases with genetic diversity. Combined with the large pool of highly qualified medical practitioners in the country and with implementation of Good Clinical Practice (GCP) as per the International Conference on Harmonization (ICH) standards, it is attracting serious global interest as a site for clinical trials. As per the recent McKinsey report on clinical trials in India, it is estimated that the industry potential will grow to $1 billion. This expectation has created a demand for more clinical research professionals.

These programs provide necessary training for graduate students in order to develop diverse careers as Clinical Research Associates (CRA), Medical Writers, Clinical Data Coordinators, Drug Development Associates, Business Development Managers, Clinical Project Manager, Clinical Research Manager, Regulatory Affairs Manager and Biostatisticians in Contract Research Organizations (CROs), pharmaceutical companies, government agencies or academia.

Objectives:
- Provide the students with the requisite knowledge that will enable them to pursue a career in the Clinical Research industry
- Give students in-depth training in both the theoretical and practical aspects of clinical research, regulatory affairs and clinical data management in the clinical research industry.

Eligibility:
(a) Graduate from a recognized University in Health Sciences MBBS / BDS / BAMS / BHMS / BUMS / BVSc / BSSM) OR
(b) Graduate from a recognized University in Allied Health Sciences (BMLT / BScMLT / BPT / BMIT / BScMIT / BHIA / BScHIA/ BOT/BSc (Sp & Hg) /BASLP/BSc Opt/Pharmacy (BPharm)   OR
(c) Graduate from a recognized University in Life Science (BioTech / Botany / Zoology / Microbiology / Chemistry) / Nursing / Home Science / Food and Nutrition.

Program Credits:
The student is required to earn a total of 64 Credits to complete the program. Eligible students will be required to take subjects with a minimum of 16 Credits per Semester comprising of compulsory subjects aggregating 12 Credits and 4 Credits from optional subjects. Therefore, other than compulsory subjects, students have to choose any two subjects, totaling 4 Credits from optional subjects to fulfill the total of 16 Credits required in each Semester. Exemption from optional subjects is provided to students based on specific eligibility criteria indicated in each Semester. Additional Application to be filled by the MScCRRA students is available on the website www.smude.edu.in under Forms & Application. This form needs to be attached along with the Main Application form.

Semester Fee: Rs.25,600/- per semester (inclusive of Exam Fee Rs.1,100/- & Alumni Fee Rs.100/-) or as revised from time to time, for 16 credits. In the case of exemption from any credits, the respective fee will be waived.

Minimum Duration: 1 year (2 semesters) for PGDCRRA; 2 years (4 Semesters) for MSc CRRA

Maximum Duration: 2 years (for PGDCRRA) and 4 years (for MSc CRRA)

Minimum counseling and hands-on experience at Learning Centres: 160 hours/semester

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Master of Science in Clinical Research & Regulatory Affairs* (MScCRRA)
Post Graduate Diploma in Clinical Research and Regulatory Affairs* (PGDCRRA)
(Revised Fall 2009)

Program Structure

First Semester		
Sub. Code	Title	Credits
MR0001	Fundamentals of Clinical Operations	4
MR0002	Regulatory Affairs-I	2
MR0003	Clinical Data Management-I	2
MR0004	Statistics for Clinical Research	2
MR0005	Basics of Pharmacy, Drug Discovery & Development	2
	Total credits from compulsory subjects	12
	Optional subjects	
MR0006	Human Biology-I*	2
MR0007	Human Biology-II*	2
MR0008	Basics of Health & Nutrition*	2
	Students have to choose any two subjects (total of 4 Credits) from optional subjects	
	Total credits required in Semester	16

* Exempted for Health Sciences/Allied Health Sciences/
  Pharmacy graduates and graduates in BSc Nursing.

Second Semester		
Sub. Code	Title	Credits
MR0009	IPR & Data Exclusivity, Bioethics in Clinical Research	2
MR0010	Regulatory Affairs-II	4
MR0033	Preclinical & Clinical Studies	2
MR0012	Clinical Data Management-II	4
	Total credits from compulsory subjects	12
	Optional subjects	
MR0013	Basics of Molecular Biology & Biotechnology#	2
MR0014	Basics of Epidemiology	2
MR0015	Pharmacology*	2
MR0016	Review & Seminar	2
	Students have to choose any two subjects (total of 4 Credits) from optional subjects	
	Total credits required in Semester	16

\# Exempted for graduates with BSc in Biotechnology / BSc in Microbiology.
* Exempted for Health Science, Pharmacy, Nursing graduates.

Post Graduate Diploma in Clinical Research and Regulatory Affairs

After successful completion of first two semesters of MSc CRRA, if a student wishes to discontinue, such a student shall be awarded the Post Graduate Diploma in Clinical Research and Regulatory Affairs as an exit qualification.

Provision for admission to third semester of MScCRRA:

The students who have successfully completed all the subjects of Diploma in Clinical Research and Regulatory Affairs (DCRRA) or Diploma in Clinical Research-Bioavailability and Bioequivalence (DCR-BA&BE) of Manipal University are eligible to seek admission to third semester of MScCRRA Program directly with Credit transfer facility. In order to have more details on credit transfer, please send an email to smuhelpdesk@manipalu.com. For credit transfer pertaining to diploma/programs from other universities, the HOD shall review and decide on a case-by-case basis.

Third Semester		
Sub. Code	Title	Credits
MR0034	Pharmaceutical Analysis	2
MR0018	Botanicals, Food & Nutraceuticals	2
MR0019	Clinical Data Management-III	2
MR0020	Special Regulatory Processes	4
MR0021	Project: Protocols & Application	2
	Total credits from compulsory subjects	12
	Optional subjects	
MR0022	Human Genetics*	2
MR0023	Pharmacogenomics	2
MR0024	Case studies and Seminar	2
	Students have to choose any two subjects (total of 4 Credits) from optional subjects	
	Total credits required in Semester	16

* Exempted for Graduates in BSc in Biotechnology/BSc in Microbiology

Fourth Semester		
Sub. Code	Title	Credits
MR0025	Project Management & Business Development	2
MR0026	Audit & Inspections	2
MR0027	Pharmacovigilance & Safety Monitoring	2
MR0028	Reporting & Medical Writing	2
MR0029	Internship	4
	Total credits from compulsory subjects	12
	Optional subjects	
MR0030	Applied Medical Transcription*	2
MR0031	Pharmaceutical Biotechnology	2
MR0032	SAS certification #	2
	Students have to choose any two subjects (total of 4 Credits) from optional subjects	
	Total credits required in Semester	16

* Exempted for graduates with BSc in Health Information Administration

\# 2 credits will be awarded to students who have independently undergone SAS training and have obtained Sylvan Prometric - SAS certification.

I always dreamt of making it big in Hospitality Management. With SMU-DE, my dream will soon turn into reality.

HOSPITALITY & TOURISM

Most of the programs are designed for multiple entry and exit. The candidates can enrol for the programs based on basic qualification and lateral entry qualification.

Basic qualification: For graduation, basic qualification is 10+2 or equivalent. For post graduation, basic qualification is 3 year graduation or equivalent. The specific provisions are indicated under respective program headings.

Lateral entry qualification: Lateral entry is an opportunity given to a candidate having the basic qualification and previous qualification in the relevant field to enter a higher semester. However such students will be required to appear and qualify in the previous semesters / relevant papers.

Candidates may exit the program at any stage and will get the corresponding Diploma / PG Diploma based on the exit qualification. The various entry and exit points for all the programs applicable are illustrated graphically. The details of eligibility criteria and fees structure of lateral entries are indicated in respective program headings.

The Re-entry schemes indicated below are applicable only to the students of SMU-DDE.

Bachelor of Science in Hospitality and Catering Management (BScHCM)
Diploma in Hospitality and Catering Management (DHCM)
(Revised Spring 2007)

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The challenge to hospitality educators to meet the human resources development needs of the industry has become a vital issue. This program aims to meet the industry's need for competent Hospitality Managers. It focuses on the development of the technical and management skills required to generate integrated solutions to business problems in a wide range of operations. The program is developed for people wishing to develop their technical, professional and management expertise.

Objectives:
- Develop employable skills for pursuing a career in hospitality & catering and allied service industries
- Discharge technical, organisational and administrative duties efficiently relating to any of the operational and functional areas of Hospitality viz Production & Bakery, Food & Beverage Service, Front Office Operations and Accomodation Operations
- Perform supervisory, occupational and managerial functions at different service organisations
- Practice and improve professional skills through provision of various practical subjects and 'on-the-job training'
- Utilise latest trends and innovations in hospitality industry

Eligibility: 10+2 or equivalent / 3 year Diploma from a State Board of Technical Education.

Semester Fee: Rs.17,750/- per semester (inclusive of Exam Fee Rs.1,100/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum Duration: 3 years (6 semesters)

Maximum Duration: 6 years

Minimum Counseling and hands-on experience at Learning Centers: 160 Hrs/semester.

Program Structure

First Semester		
Sub. Code	Title	Credits
HM0001	Introduction to Hospitality	2
HM0002	Indian Constitution	2
HM0003	Business English	2
HM0004	Hospitality French	2
HM0005	Front Office Operations – I (Theory)	2
HM0006	Front Office Operations – I (Practical)	2
HM0007	Accommodation Operations – I (Theory)	2
HM0008	Accommodation Operations – I (Practical)	2
	Total Cumulative Credits	16

Provision for lateral entry to second semester of BScHCM:

Eligibility: 10+2 or equivalent / 3 year Diploma from a State Board of Technical Education and a six month Diploma Program in Hotel Management from an institution affiliated to a University or approved by AICTE.

Additional Fees: In addition to the normal fees, an additional lateral entry fee of Rs.4,100/- (inclusive of examination fees) is payable by students opting for this scheme.

Note: In this lateral entry scheme, students have to appear and pass the first semester examination. Books of first semester will be supplied by the University and internal assessment will be completed at the Learning Centre.

Second Semester		
Sub. Code	Title	Credits
HM0009	Food Production and Bakery – I (Theory)	2
HM0010	Food Production and Bakery - I (Practical)	2
HM0011	Food & Beverage Services - I (Theory)	2
HM0012	Food & Beverage Services - I (Practical)	2
HM0013	Hospitality & Hotel Accounting	4
HM0014	Food Safety & Nutrition	4
	Total Cumulative Credits	32

Diploma in Hospitality and Catering Management

After successful completion of first two semesters of BScHCM, if a student wishes to discontinue the program, such a student shall be awarded the Diploma in Hospitality and Catering Management as an exit qualification.

Bachelor of Science in Hospitality and Catering Management (BScHCM)
Advanced Diploma in Hospitality and Catering Management (ADHCM)
(Revised Spring 2007)

Provision for Re-entry into third semester of BScHCM:
Eligibility: DHCM of SMU (Revised Spring 2007)
Semester Fee: Rs.17,750/- per semester (inclusive of Exam Fee Rs.1,100/- & Alumni Fee Rs.100/-) or as revised from time to time.
Minimum duration: 2 years (4 semesters)
Maximum duration: 4 years
Note: A maximum gap of one year is allowed for the student to get admitted under the scheme after completion of DHCM.

Program Structure

Third Semester		
Sub. Code	Title	Credits
HM0015	Front Office Operations – II (Theory)	2
HM0016	Front Office Operations – II (Practical)	2
HM0017	Accommodation Operations - II (Theory)	2
HM0018	Accommodation Operations - II (Practical)	2
HM0019	Principles of Management	2
HM0020	Computer Applications	2
HM0021	Hospitality & Hotel Economics	2
HM0022	Business Statistics	2
	Total Cumulative Credits	48

Fourth Semester		
Sub. Code	Title	Credits
HM0023	Food Production and Bakery – II (Theory)	2
HM0024	Food Production and Bakery – II (Practical)	2
HM0025	Food & Beverage Services – II (Theory)	2
HM0026	Food & Beverage Services -II (Practical)	2
HM0027	On the Job Training (a minimum of 360 hours)	12
	Total Cumulative Credits	68

Advanced Diploma in Hospitality and Catering Management
After successful completion of first four semesters of BScHCM, if a student wishes to discontinue the program, such a student shall be awarded the Advanced Diploma in Hospitality and Catering Management as an exit qualification.

Provision for Re-entry into fifth semester of BScHCM:
Eligibility: ADHCM of SMU (Revised Spring 2007)
Semester Fee: Rs.17,750/- per semester (inclusive of Exam Fee Rs.1,100/- & Alumni Fee Rs.100/-) or as revised from time to time.
Minimum duration: 1 year (2 semesters)
Maximum duration: 2 years
Note: A maximum gap of one year is allowed for the student to get admitted under the scheme after completion of ADHCM.

Fifth Semester		
Sub. Code	Title	Credits
HM0028	Hospitality & Hotel Law	2
HM0029	Human Resource Management	2
HM0030	Hospitality Information System (Theory)	2
HM0031	Hospitality Information System (Practical)	2
HM0032	Environmental Studies	2
HM0033	Facility Planning	2
HM0034	Entrepreneurship Development	4
	Total Cumulative Credits	84

Sixth Semester		
Sub. Code	Title	Credits
HM0035	Food & Beverage Management	4
HM0036	Sales & Marketing Management	4
HM0037	Travel & Tourism Management	2
HM0038	Cultural Heritage of India	2
	Total Cumulative Credits	96

According to the World Tourism Organization (WTO), the number of international travels has risen to more than half a billion in a year, which means that, one out of every ten is a tourist. With rapid developments in the field of hospitality, transport and communications, the growth in tourism industry is likely to double in the next decade. The program imparts to the students professional education and training in various aspects of tourism. It provides them with opportunities to develop their managerial and analytical skills in order to meet the challenges of tourism at the national and global level.

Objectives:

The program has the following objectives -

- Providing students with the requisite knowledge that will enable them to pursue a career in Travel and Tourism industry.
- Enabling students to acquire an integrated outlook of the subject and to cater to the needs of the industry.
- Facilitating know how regarding changing trends in Travel and Tourism.

Eligibility: 3 year Graduation.

Semester Fee: Rs.11,700/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum Duration: 1 year (2 semesters)

Maximum Duration: 2 years

Minimum Counseling and hands-on experience at Learning.

Centres: 160 Hrs/semester.

Program Structure

First Semester		
Sub. Code	Title	Credits
TM0001	Basics of Tourism Industry	2
TM0002	Communication in Tourism	2
TM0003	Personality Development	2
TM0004	Principles of Management	2
TM0005	Basics of Air Travel & Aviation	4
TM0006	Travel Agency & Tour Operations	2
TM0007	Cultural Heritage of India	2
	Total Cumulative Credits	16

Second Semester		
Sub. Code	Title	Credits
TM0008	Geography & Tourism	2
TM0009	Tourism Products	4
TM0010	French Language	2
TM0011	Tourism Finance	2
TM0012	Forex Management	2
TM0013	Professional Elective*	4
	Total Cumulative Credits	32

Professional Elective* - Choose any one of the following:	
TM1301	Air Ticketing & CRS
TM1302	Hotel & Restaurant Administration
TM1303	Transport Management
TM1304	Public Relations & Advertising

Notes

"Information Technology progresses every single second. Thanks to my MCA from SMU-DE, I wont be left behind."

Experience IT at: http://www.smude.edu.in/ITdemo/

Lateral Entry Scheme for SMU-DE Programs

Most of the programs are designed for multiple entry and exit. The candidates can enrol for the programs based on basic qualification and lateral entry qualification.

Basic qualification: For graduation, basic qualification is 10+2 or equivalent. For post graduation, basic qualification is 3 year graduation or equivalent. The specific provisions are indicated under respective program headings.

Lateral entry qualification: Lateral entry is an opportunity given to a candidate having the basic qualification and previous qualification in the relevant field to enter a higher semester.

However such students will be required to appear and qualify in the previous semesters / relevant papers.

Candidates may exit the program at any stage and will get the corresponding Diploma / PG Diploma based on the exit qualification. The various entry and exit points for all the programs applicable are illustrated below graphically. The details of eligibility criteria and fees structure of lateral entries are indicated under respective program headings.

The Re-entry schemes indicated below are applicable only to the students of SMU-DE.
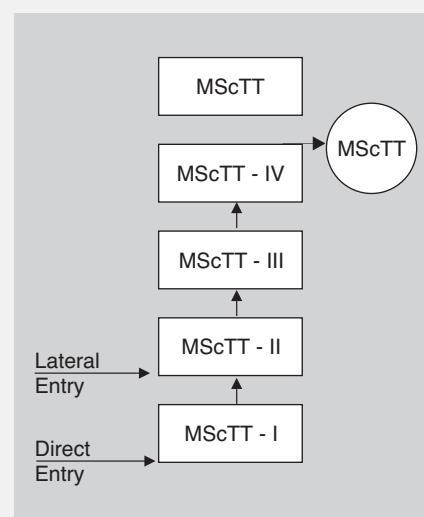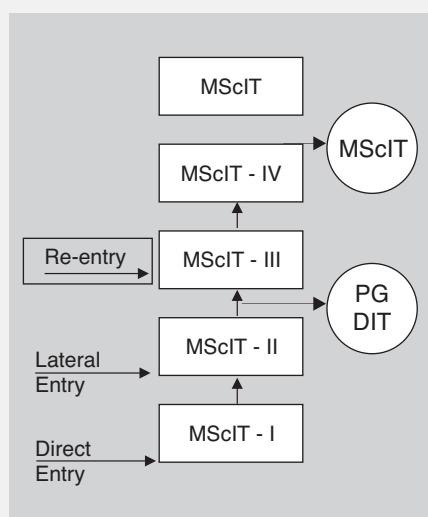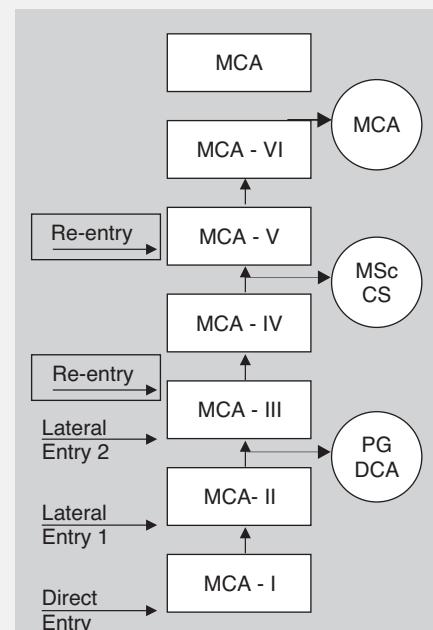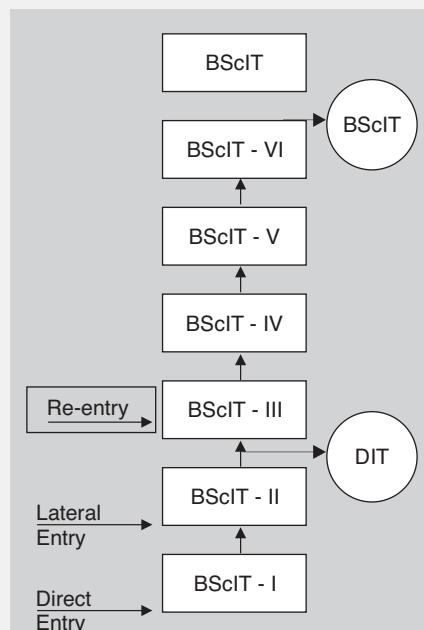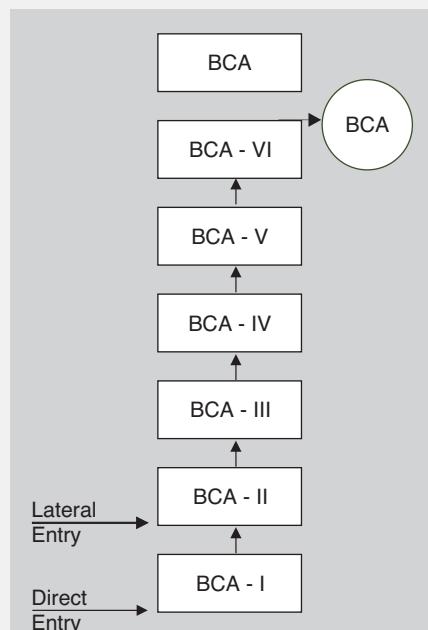
The design and implementation of BScIT offers new challenges when compared to the traditional computing environment. The recent emergence of global business, new technologies for data processing and data communication / networking environment, equip specialized science graduates to focus on professional careers in Information Technology.

The BScIT program has been developed to provide the students with adequate theoretical and practical knowledge which will enable them to effectively participate in solving the complex problem of the IT industry.

The Diploma program will prepare the candidates to advance, and to support positions such as administrative assistants, executive secretaries or office administrators in various large corporate and banking sectors. The program will equip the candidates in the areas of information processing, report writing, presentations, executive secretarial support, handling the database and understanding the system analysis and design in management. SMU's IT programs intend to equip graduates with the knowledge and skills required to contribute to the vital area of Information Technology.

Primary objectives of this program:

- Imparting knowledge of computer and programming logic environment in IT.
- Knowledge of advanced IT applications in different business sectors.
- To equip students with the technical knowledge required for an IT professional to handle multi-tasking and multi-programming situations and to assess and develop computer based solutions.

Eligibility: 10+2 or equivalent / 3 year Diploma from a State Board of Technical Education.

Semester Fee: Rs.10,450/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 1 year (2 semesters) for DIT; 3 years (6 semesters) for BScIT.

Maximum duration: 2 years for DIT; 6 years for BScIT.

Minimum counseling and hands-on experience at Learning Centres: 200 hrs/semester.

Program Structure

First Semester		
Sub. Code	Title	Credits
BT0062	Fundamentals of IT	4
BT0063	Mathematics for IT	4
BT0064	Logic Design	4
BT0065	C Programming and Data Structures - Theory	3
BT0066	Database Management System	3
BT0067	C Programming and Data Structures - Practical	2
	Total Cumulative Credits	20

Provision for lateral entry to second semester of BSc IT:
Eligibility:

(a) 10+2 and Six months Computer Course from a reputed institution*.   OR

(b) 3 year Diploma in CS or ECE or IT from a State Board of Technical Education.   OR

(c) 3 year Diploma from a State Board of Technical Education and six month computer course from a reputed institution*.

Additional Fees: In addition to the regular fees, an additional lateral entry fee of Rs.3,800/- (inclusive of examination fees) is payable by students opting for this scheme.

Note: In this Lateral Entry Scheme, students have to appear and pass the First Semester Examination. Books of First semester will be supplied by the University and Internal Assessment will be completed at the Learning Centre.

Bachelor of Science in Information Technology (BScIT)
Diploma in Information Technology (DIT)
(Revised spring 2009)

Second Semester		
Sub. Code	Title	Credits
BT0068	Computer Organization and Architecture	4
BT0069	Discrete Mathematics	4
BT0070	Operating Systems	4
BT0071	Technical Communication - Theory	2
BT0072	Computer Networks	4
BT0073	OS and DBMS - Practical	2
	Total Cumulative Credits	40

Diploma in Information Technology

After successful completion of first two semesters of BScIT, if a student wishes to discontinue the program, such a student shall be awarded the Diploma in Information Technology Certificate as an exit qualification.

Provision for Re-entry to Third semester of BScIT

Eligibility: DIT of SMU (Revised Spring 2009)

Semester Fee: Rs.10,450/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 2 years (4 semesters)

Maximum duration: 4 years

Note: A maximum gap of one year is allowed for the student to get admitted under this scheme after completion of DIT.

Third Semester		
Sub. Code	Title	Credits
BT0074	OOPS With Java	4
BT0075	RDBMS With MySQL	4
BT0076	TCP/IP	4
BT0077	Multimedia Systems	2
BT0078	Website Design	2
BT0079	Mini Project	4
	Total Cumulative Credits	60

Fourth Semester		
Sub. Code	Title	Credits
BT0080	Fundamentals of Algorithms	4
BT0081	Software Engineering	4
BT0082	Visual Basic	4
BT0083	Server Side Programming - Theory	4
BT0084	Technical Communications - Practical	2
BT0085	Server Side Programming - Practical	2
	Total Cumulative Credits	80

Fifth Semester		
Sub. Code	Title	Credits
BT0086	Mobile Computing	4
BT0087	WML and WAP Programming - Theory	2
BT0088	Cryptography and Network Security	4
BT0089	Elective -1 &	4
BT0090	Elective - 2 #	4
BT0091	WML and WAP Programming - Practical	2
	Total Cumulative Credits	100

Sixth Semester		
Sub. Code	Title	Credits
BT0092	Software Project Management	4
BT0093	Elective - 3 $	4
BT0094	Elective - 4 @	4
BT0095	Project Work	8
	Total Cumulative Credits	120

Electives			
Elective - 1 (Choose One) &		Elective - 2 (Choose One) #	
BT8901	Object Oriented Systems	BT 9001	Data Mining
BT8902	E-Commerce	BT 9002	Grid Computing
BT8903	C# Programming	BT 9003	Data Storage Management
Elective - 3 (Choose One) $		Elective - 4 (Choose One) @	
BT9301	Computer Graphics	BT9401	Pattern Recognition
BT9302	Human Computer Interface	BT9402	Artificial Intelligence
BT9303	Design Patterns	BT9403	Virtual Reality

Fast growing information technology and communication systems have become critical components of almost every company's strategic plan. Companies which want to take advantage of the new information technologies and communication systems require expert professionals, who can apply computer science principles to solve problems produced by the interface between business and technology. This is an undergraduate program where students are exposed to various areas of computer applications including the latest developments in the industry.

Objectives:
• Demonstrating sound knowledge in key areas of computer science or industrial computing.
• Demonstrating a substantial understanding of concepts in key areas of computer science.
• Carrying out the required analysis and synthesis involved in computer systems, information systems and computer applications.
• Demonstrating professional competence in developing software and in its design and implementation.
• Developing sound practical skills in order to address problems which arise from computer systems and applications.
• Demonstrating sound presentation and communication skills, which are required in the computer industry. After completion of the program, students of high academic standard shall be capable of competing for employment in a chosen professional area and pursuing career development in that area.

Eligibility: 10+2 or equivalent / 3 year Diploma from a State Board of Technical Education.

Semester Fee: Rs.10,450/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 3 years (6 semesters)

Maximum duration: 6 years

Minimum counseling and hands-on experience at Learning Centres: 200 hrs/semester.

Program Structure

First Semester		
Sub. Code	Title	Credits
BC0032	Communication Skills	4
BC0033	Basic Mathematics	4
BC0034	Computer Concepts and C Programming	4
BC0035	Computer Fundamentals	4
BC0036	Digital Systems	4
	Total Cumulative Credits	20

Provision for lateral entry to second semester of BCA :
Eligibility:
(a) 10+2 or equivalent / 3 year Diploma from a State Board of Technical Education and six month computer course from a reputed institution *.   OR
(b) 3 year Diploma in IT/CS from a State Board of Technical Education

Additional Fees: In addition to the normal fees, an additional lateral entry fee of Rs.3,800/- (inclusive of examination fees) is payable by students opting for this scheme.
Note: In this lateral entry scheme, students have to appear and pass the first semester examination. Books of first semester will be supplied by the University and internal assessment will be completed at the Learning Centres.

Second Semester		
Sub. Code	Title	Credits
BC0037	Object Oriented Programming using C++	4
BC0038	Data Structures using C	4
BC0039	Discrete Mathematics	4
BC0040	Computer Organization and Architecture	4
BC0041	Fundamentals of Database Management	4
	Total Cumulative Credits	40

Third Semester		
Sub. Code	Title	Credits
BC0042	Operating Systems	4
BC0043	Computer Oriented Numerical Methods	4
BC0044	Accounting and Financial Management	4
BC0045	Structured System Analysis and Design	4
BC0046	Microprocessor (8085, 8086 & 8087)	4
	Total Cumulative Credits	60

*For list of approved reputed institutions visit our website www.smude.edu.in

Bachelor of Computer Applications (BCA)

Fourth Semester		
Sub. Code	Title	Credits
BC0047	Java Programming	4
BC0048	Computer Networks	4
BC0049	Software Engineering	4
BC0050	Oracle and Distributed Databases	4
BC0051	System Software	4
	Total Cumulative Credits	80

Fifth Semester		
Sub. Code	Title	Credits
BC0052	Theory of Computer Science	4
BC0053	VB. Net and XML	4
BC0054	Software Project Management & Quality Assurance	4
BC0055	TCP / IP Protocol Suite	4
BC0056	Unix Operating System	4
	Total Cumulative Credits	100

Sixth Semester		
Sub. Code	Title	Credits
BC0057	Object Oriented Analysis & Design	4
BC0058	Data Warehousing	4
BC0059	Elective*	4
BC0060	Project	8
	Total Cumulative Credits	120

*Elective (Choose one)	
BC5901	Artificial Intelligence
BC5902	Image Processing

The world has become a small village due to the revolution in Information Technology. It has affected almost all walks of life - be it business, education, entertainment services and healthcare.

This program is designed to produce a dynamic breed of computer professionals with excellent managerial skills. Emphasis is given to in-depth studies of numerous application-oriented subjects, covering various methodologies to develop software products efficiently by utilizing advance networking technologies and application software. MCA is a program of 6 semesters with the provision of multiple exit degree system. Depending on the qualifications & conditions specified, different options are presented here.

Objectives:

• Providing specialization in computer science with technical, professional and communication skills.

• Train future industry professionals.

Eligibility: 3 year Graduation.

Semester Fee: I & II Semester: Rs .11,700/- per semester, III, IV, V and VI semester: Rs.12,700/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 1 year (2 semesters) {for PGDCA}; 2 years (4 semesters) {for MScCS}; 3 years (6 semesters) {for MCA}.

Maximum duration: 2 years {for PGDCA}; 4 years {for MScCS}; 6 years {for MCA}.

Minimum counseling and hands-on experience at Learning Centres: 200 hrs/semester.

Program Structure

First Semester		
Sub. Code	Title	Credits
MC0061	Computer Programming "C Language"	4
MC0062	Digital Systems, Computer Organization & Architecture	4
MC0063	Discrete Mathematics	4
MC0064	Basic Web Development (Internet, HTML, Stylesheets & Basics of Multimedia)	4
MC0065	Financial Management & Accounting	4
	Total Cumulative Credits	20

Provision for lateral entry to the second semester of MCA / MSc CS:

Eligibility: 3 year graduation and six month Computer course from a reputed institution *.

Additional Fees: In addition to the normal fees, an additional lateral entry fee of Rs.3,800/- (inclusive of examination fees) is payable by the students opting under this scheme.

Note: In this Lateral Entry Scheme, students have to appear and pass the First Semester Examination. Books of First semester will be supplied by the University and Internal Assessment will be completed at the Learning centre.

Second Semester		
Sub. Code	Title	Credits
MC0066	OOPS Using C++	4
MC0067	Database Management System (DBMS and Oracle 9i)	4
MC0068	Data Structures Using C	4
MC0069	System Analysis & Design (SAD)	4
MC0070	Operating Systems with Unix	4
	Total Cumulative Credits	40

Post Graduate Diploma in Computer Applications

PGDCA is an initiation program for students who want to become skillful and knowledgeable IT professionals. The program gives fundamental knowledge of computers, operating systems, internet, computational techniques, file & data structure and the core of programming. After successful completion of the first two semesters of MCA, if a student wishes to discontinue the program, such a student shall be awarded the Post Graduate Diploma in Computer Applications as an exit qualification.

Provision for Re-entry to third semester of MCA/MScCS:

Eligibility: PGDCA of SMU (Revised Fall 2007)

Semester Fee: Rs.12,700/- per semester (inclusive of Exam Fee Rs .800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 2 years (4 semesters)

Maximum duration: 4 years

Note: A maximum gap of one year is allowed for the student to get admitted under this scheme after completion of PGDCA.

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*For list of approved reputed institutions visit our website www.smude.edu.in

Master of Computer Applications (MCA)
Master of Science in Computer Science (MScCS)
(Revised Fall 2007)

Provision for lateral entry to the third semester of MCA / MSc CS:

Eligibility:

(a) BCA / BSc (IT / CS / AIT) / BE in (IT / CS / E&C / E&E) / BTech in (IT / CS / E&C / E&E) from a recognized University. This category is not eligible for exit qualification for MScCS.   **OR**

(b) 3 year graduation with PGDCA/PGDIT or equivalent from a recognized University/successful completion of A level course (Computers) from DOEACC after graduation.   **OR**

(c) 3 year graduation with 2 year diploma from CMC/ ET&T/NIIT/APTECH / 2 years Advanced Diploma in IT from Centre for Electronic Design and Technology of India (CEDTI).

   This category is not eligible for exit qualification for MScCS.

Additional Fees: In addition to the normal fees, an additional lateral entry fee of Rs.3,800/- (inclusive of examination fees) is payable by the students opting under this scheme.

Note: In this Lateral Entry Scheme, students have to appear and pass the Second Semester Examination. Books of second semester will be supplied by the University and Internal Assessment will be completed at the Learning centre.

Third Semester		
Sub. Code	Title	Credits
MC0071	Software Engineering	4
MC0072	Computer Graphics	4
MC0073	System Programming	4
MC0074	Statistical & Numerical Methods using C++	4
MC0075	Computer Networks	4
	Total Cumulative Credits	60

Fourth Semester		
Sub. Code	Title	Credits
MC0076	Management Information Systems	4
MC0077	Advanced Database Systems	4
MC0078	Java Programming	4
MC0079	Computer Based Optimization Methods (Statistics / Applied OR)	4
MC0080	Analysis & Design of Algorithms	4
	Total Cumulative Credits	80

Master of Science in Computer Science

After successful completion of the first four semesters of MCA, if a student wishes to discontinue the program, such a student shall be awarded the Master of Science in Computer Science as an exit qualification.

Provision for Re-entry to fifth semester of MCA:

Eligibility: MScCS of SMU (Revised Fall 2007)

Semester Fee: Rs.12,700/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 1 year (2 semesters)

Maximum duration: 2 years

Note: A maximum gap of one year is allowed for the student to get admitted under this scheme after completion of MScCS.

The students have to surrender MScCS certificate, in case of re-entry to MCA program.

Fifth Semester		
Sub. Code	Title	Credits
MC0081	. (DOT) Net Technologies	4
MC0082	Theory of Computer Science	4
MC0083	Object Oriented Analysis & Design using UML	4
MC0084	Software Project Management & Quality Assurance	4
MC0085	Advanced Operating Systems (Distributed Systems)	4
	Total Cumulative Credits	100

Sixth Semester		
Sub. Code	Title	Credits
MC0086	Digital Image Processing	4
MC0087	Internetworking with TCP/IP	4
MC0088	Data Mining	4
MC0089	Project	8
	Total Cumulative Credits	120

The MSc-IT program is aimed at designing and implementing advanced traditional computing environment. IT architecture is an integrated framework for acquiring and evolving IT to achieve strategic goals. It has both 'logical' and 'technical' components. The logical components include mission, functional and informational requirements, system configurations, and information flows. The technical components include IT standards and rules that will be used to implement the logical architecture. It therefore includes both computing and communication network technology in the same world.

Objectives:

- To equip postgraduate students with an integrated set of skills that will allow them to develop their professional careers in Information Technology.
- To equip students with the theoretical and practical knowledge that is necessary to enable them to understand the design of complex computer applications/science.
- To prepare students to embrace future developments in the field and has a demonstrated professional relevance.
- To acquire the latest skills and build their future capabilities using world-class technology.

At the end of this program, the student will possess a strong foundation of computer systems and information technology.

- Dexterity in advanced programming languages; power to build sophisticated software for wide area of applications.
- To acquire skills to work with higher end applications in internet technologies; also managerial ability to analyze, design, develop and to maintain software development.

Eligibility: 3 year Graduation.

Semester Fee: Rs.10,700/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 2 years (4 semesters)

Maximum duration: 4 years

Minimum Counseling and hands-on experience at Learning Centres: 160 hrs/semester.

Program Structure

First Semester		
Sub. Code	Title	Credits
MT0031	Basics of IT	2
MT0032	Structured System Analysis & Design (SSAD)	2
MT0033	Data Structure Using 'C'	4
MT0034	DBMS & SQL Server	4
MT0035	Internet and Multimedia	4
	Total Cumulative Credits	16

Provision for lateral entry to second semester of MSc IT:
Eligibility:

(a) 3 year Graduation from a recognized University and six month Computer course from a reputed institution*. OR

(b) BCA / BSc (IT/CS/AIT) / BE in (IT/CS/E&C/E&E) / BTech in (IT/CS/E&C/E&E) from a recognized University.

Additional Fees: In addition to the normal fees, an additional lateral entry fee of Rs.3,800/- (inclusive of examination fees) is payable by the students opting under this scheme.

Note: In this Lateral Entry Scheme, students have to appear and pass the First Semester Examination. Books of First semester will be supplied by the University and Internal Assessment will be completed at the Learning centre.

Second Semester		
Sub. Code	Title	Credits
MT0036	Switching and Transmission Fundamentals	2
MT0037	Broadband Communication	2
MT0038	Wireless Mobile Communication	2
MT0039	Artificial Intelligence & Remote Communication	2
MT0040	Visual Basic with .NET Technology	4
MT0041	Computer Architecture	4
	Total Cumulative Credits	32

Master of Science in Information Technology (MScIT)
Post Graduate Diploma in Information Technology (PGDIT)

Post Graduate Diploma in Information Technology

After successful completion of first two semesters of MSc IT, if a student wishes to discontinue the course, such a student shall be awarded the Post Graduate Diploma in Information Technology as an exit qualification.

Provision for Re-entry into third semester of MScIT:

Eligibility: PGDIT of SMU (Fall 2005)

Semester Fee: Rs.10,700/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 1 year (2 semesters)

Maximum duration: 2 years

Note: A maximum gap of one year is allowed for the students to get admitted under this scheme after completion of PGDIT.

Third Semester		
Sub. Code	Title	Credits
MT0042	C++	2
MT0043	Discrete Mathematics	2
MT0044	IT Law and Practice	2
MT0045	Java	2
MT0046	Oracle 9i	4
MT0047	Advance Software Engineering	4
	Total Cumulative Credits	48

Fourth Semester		
Sub. Code	Title	Credits
MT0048	Client Server Architecture	2
MT0049	Voice Over IP	2
MT0050	Management Information System (MIS)	2
MT0051	Internet Working with TCP/IP	2
MT0052	JAVA Beans (With Servlets, JDBC, JSP, EJB) & XML	4
MT0053	Project	4
	Total Cumulative Credits	64

The revolutionary changes sweeping through the telecommunications industry have a direct impact on almost every business decision made today. Every major corporate in India, be it domestic or multinational, is viewing the telecom sector as a potential profit earner in the future. The rapidly changing nature of telecom technology calls for highly competent and up-to-date trainers-a most challenging task.

The first and the second semesters of MScTT aim at preparing a graduate to acquire the fundamental knowledge of telecom, networking and IT. Students will be exposed to the latest trends in programming languages and RDBMS.

The third and fourth semesters of MScTT are focused on the core telecommunication subjects, which will help learners to excel in telecom field.

Objectives:
- To develop strong technical competence in modern IT practices in telecom field.
- To impart programming and database handling skills and provide exposure to the latest trends in programming.
- Learn the characteristics of human speech and the generation of electrical signals in modern telephone.

Eligibility: 3 year Graduation.

Semester Fee: Rs.11,700/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 2 years (4 semesters)

Maximum duration: 4 years

Minimum Counseling and hands-on experience at Learning Centres: 160 hrs/semester.

Program Structure

First Semester

Sub. Code	Title	Credits
ME0001	Computer Basics	4
ME0002	C & Object Oriented Programming (OOPS)	4
ME0003	Basic Electronics for Telecom	2
ME0004	Java Programming	2
ME0005	Basic Principles of Networking	4
	Total Cumulative Credits	16

Provision for lateral entry to second semester of MScTT :
Eligibility:
(a) BCA/BSc(IT/CS/AIT)/BE in (IT/CS/E&C/E&E) / BTech in (IT/CS/E&C/E&E) from a recognized University.　　**OR**
(b) 3-year Graduation with PGDCA/PGDIT or equivalen from a recognized University / successful completion of A level course (Computers) from DOEACC after graduation.　　**OR**
(c) 3-year Graduation with 2 year Diploma from CMC / ET&T / NIIT / APTECH / 2 year advanced Diploma in IT from Centre for Electronic Design & Technology of India (CEDTI).

Additional Fees: In addition to the normal fees, an additional lateral entry fee of Rs.3,800/- (inclusive of examination fees) is payable by students opting for this scheme.

Note: In this lateral entry scheme, students have to appear and pass the first semester examination. Books of first semester will be supplied by the University and internal assessment will be completed at the Learning Centre.

Second Semester

Sub. Code	Title	Credits
ME0006	Principles of Digital Telecom	2
ME0007	Broadband Communication Network	2
ME0008	Wireless Communication System	2
ME0009	Mathematics for Telecommunications	2
ME0010	Database Management	4
ME0011	Software Engineering	4
	Total Cumulative Credits	32

Third Semester

Sub. Code	Title	Credits
ME0012	Overview of Telecom Technology	4
ME0013	Switching & Transmission Fundamentals	4
ME0014	New Generation Networks (Optical Base Network)	2
ME0015	Signaling System Number 7	2
ME0016	WML Script & WAP	2
ME0017	Client Server Architecture	2
	Total Cumulative Credits	48

Fourth Semester

Sub. Code	Title	Credits
ME0018	Voice over IP	4
ME0019	Geographical Information System	2
ME0020	Artificial Intelligence & Remote Communication	2
ME0021	Billing & Customer Care	2
ME0022	Telecommunication Regulation, Market and Service	2
ME0023	Project	4
	Total Cumulative Credits	64

Notes

"I wanted to scale new heights in my career. And SMU-DE became my springboard to get there."

MANAGEMENT

Experience Management at: http://www.smude.edu.in/MBA/presentation.html

Lateral Entry Scheme for SMU-DE Programs

Most of the programs are designed for multiple entry and exit. The candidates can enrol for the programs based on basic qualification and lateral entry qualification.

Basic qualification: For graduation, basic qualification is 10+2 or equivalent. For post graduation, basic qualification is 3 year graduation or equivalent. The specific provisions are indicated under respective program headings.

Lateral entry qualification: Lateral entry is an opportunity given to a candidate having the basic qualification and previous qualification in the relevant field to enter a higher semester. However such students will be required to appear and qualify in the previous semesters / relevant papers. Candidates may exit the program at any stage and will get the corresponding Diploma / PG Diploma based on the exit qualification. The various entry and exit points for all the programs applicable is illustrated below graphically. The details of eligibility criteria and fees structure of lateral entries are indicated in respective program headings.

Re-entry scheme indicated is applicable only to the students of SMU-DDE.
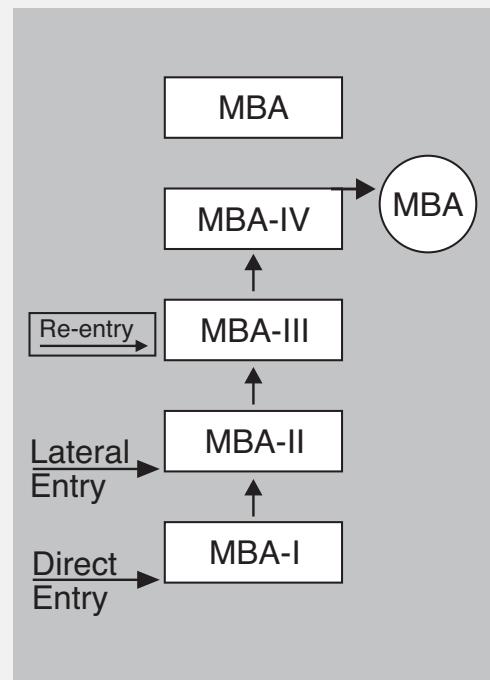
The BBA program is directed at preparing participants for the challenges of supervisory and middle-level management positions in the public or private sector. The program blends the three core disciplines of management, communication and information systems into a balanced program providing the contemporary manager with effective skills. In addition, the program offers general business programs to broaden the prospective manager's knowledge base.

Objectives:
- To provide the initial grounding in general management field.
- To have a birds' eye view of all managerial function.
- To prepare for an entry level personnel in a basic managerial role.
- To provide the grounding for taking up an MBA program.
- To lay a strong foundation in communication, technology and business understanding.

Eligibility: 10+2 or equivalent / 3 year Diploma from a State Board of Technical Education.

Semester Fee: Rs.10,450/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 3 years (6 semesters)

Maximum duration: 6 years

Minimum Counseling and hands-on experience at Learning Centres: 160 hrs/semester.

Program Structure

First Semester

Sub. Code	Title	Credits
BB0001	Marketing	2
BB0002	Organization Behavior	2
BB0003	Organization, Competition & Environment	2
BB0004	Communication Skills in English	2
BB0005	Computer Fundamentals	4
BB0006	Financial Accounting	4
	Total Cumulative Credits	16

Second Semester

Sub. Code	Title	Credits
BB0007	Management Information System (MIS)	2
BB0008	Legal Regulatory Framework	2
BB0009	Business Strategy	4
BB0010	Quantitative Techniques in Business	4
BB0011	Managing Financial Resources	4
	Total Cumulative Credits	32

Third Semester

Sub. Code	Title	Credits
BB0012	Management Accounting	4
BB0013	Financial System & Auditing	4
BB0014	Introduction to Internet	4
BB0015	Quality Management	2
BB0016	Small Business Management	2
	Total Cumulative Credits	48

Fourth Semester

Sub. Code	Title	Credits
BB0017	Financial Reporting	2
BB0018	Human Resources Management	2
BB0019	Taxation	4
BB0020	Managing Information	4
BB0021	Production & Operation Management	4
	Total Cumulative Credits	64

Fifth Semester

Sub. Code	Title	Credits
BB0022	Capital and Money Market	4
BB0023	Multinationals and their Roles	4
BB0024	Introduction to International Marketing	4
BB0025	e-Commerce	2
BB0026	Introduction to Technology Management	2
	Total Cumulative Credits	80

Sixth Semester

Sub. Code	Title	Credits
BB0027	Cross - culture Aspects of Business	4
BB0028	Entrepreneurship Development	4
BB0029	Economic Reforms Process in India	4
BB0030	Role of International Financial Institutions	2
BB0031	Management Development	2
	Total Cumulative Credits	96

Bachelor of Business Administration in Retail Operations (BBARO)

India's retail sector is valued at US$ 300 billion with a consumer base of 1.2 billion people. Major global retailers are also looking at setting up operations in India to capitalize on this large consumer base.

The mass retail store has come to stay as a viable business model. It has overcome its initial period of doubt and uncertainty and created a firm business space. It has also emerged as a major employment provider both direct and indirect.

With the kind of growth it has entered into, it was imperative to provide learning opportunities to develop knowledge and skills which will immediately help in bridging the skill gap and also cater to the growing demand from this industry.

SMU offers a Bachelors program in Retail Operations which encompasses an appropriate mix of academic and professional skills development, required by the retail industry.

Objectives:
- To develop the essential management skills required to meet and participate in an increasingly competitive business environment and with special focus on the Retail sector.
- To provide theoretical and practical knowledge of Retail operations.
- To provide an integrated perspective of management functioning along with a fair amount of exposure to real life cases / technical know how in the Retail sector.
- To develop retail professional with requisite skills of communication, computer and systems.
- To provide the retail industry with ready to employ personnel at the entry level in managerial or semi managerial positions.
- To imbibe the requisite skill for retail related sectors.

Eligibility: 10+2 or equivalent / 3 year Diploma from a State Board of Technical Education

Semester Fee: Rs.10,950/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 3 years (6 semesters)

Maximum duration: 6 years

Minimum Counseling and hands-on experience at Learning Centres: 160 hrs/semester.

Program Structure

First Semester

Sub. Code	Title	Credits
CA0001	Marketing	4
CA0002	Organizational Behavior	2
CA0003	Supply Chain Management	2
CA0004	Merchandising - I	2
CA0005	Store Operations	2
CA0006	Retail Cashiering	2
CA0007	Retail Job Knowledge	2
	Total Cumulative Credits	16

Second Semester

Sub. Code	Title	Credits
CA0008	Management Information System	2
CA0009	Human Resource Management	2
CA0010	Quantitative Techniques in Business	4
CA0011	Warehouse Management	4
CA0012	Project	4
	Total Cumulative Credits	32

Third Semester

Sub. Code	Title	Credits
CA0013	Retail Management	2
CA0014	Communication Skills in English	2
CA0015	Financial Accounting	4
CA0016	Quality Management	2
CA0017	Small Business Management	2
CA0018	Logistics Management	4
	Total Cumulative Credits	48

Fourth Semester

Sub. Code	Title	Credits
CA0019	Business Strategy	4
CA0020	Advertising & Sales Management	4
CA0021	Buying	4
CA0022	Merchandising - II	4
	Total Cumulative Credits	64

Fifth Semester

Sub. Code	Title	Credits
CA0023	Research Methodology	2
CA0024	Management Accounting	4
CA0025	Introduction to International Marketing	4
CA0026	e-Commerce	2
CA0027	Introduction to Technology Management	2
CA0028	Case Studies in Retail	2
	Total Cumulative Credits	80

Sixth Semester

Sub. Code	Title	Credits
CA0029	Legal Regulatory Framework	2
CA0030	Retail Project / Property Management	4
CA0031	Modern Retail Management Processes	4
CA0032	Retail Service Management	4
CA0033	Management Development	2
	Total Cumulative Credits	96

The basic objective behind designing the Bachelor of Commerce in Information System (BComIS) program is to impart appropriate business skills coupled with the latest techniques in the IT field. This program covers accounting, insurance and risk management, economic and financial principles and a basic understanding of the technologies underlying e-commerce.

Objectives:

- Enabling students to acquire the necessary skills and strategies to cope with the ever increasing requirements of industries and business in the globalized era.
- Allowing students to compete in the global market for BPO, outsourcing and other international jobs.
- Equipping students with business skills and communication skills and knowledge of legal issues required by various departments of different organizations.
- Imparting broad knowledge in advanced areas of commerce, accounts and IT.

Program Structure

First Semester		
Sub. Code	Title	Credits
BM0001	Financial Accounting	4
BM0002	Modern Indian / Foreign Language	4
BM0003	Mathematics and Statistics	4
BM0004	Business Organization and Management	2
BM0005	Basic Computer Application	2
	Total Cumulative Credits	16

Second Semester		
Sub. Code	Title	Credits
BM0006	Ecosystem and Micro Economics	4
BM0007	Office Management and Secretarial Practice	4
BM0008	Programming in C & C++	4
BM0009	Marketing Management	4
	Total Cumulative Credits	32

Third Semester		
Sub. Code	Title	Credits
BM0010	Economics: Environment and Macro Policy	4
BM0011	Business Law	4
BM0012	Database Management and Oracle	4
BM0013	Advanced Accountancy	4
	Total Cumulative Credits	48

Eligibility: 10+2 or equivalent / 3 year Diploma from a State Board of Technical Education.

Semester Fee: Rs.7,450/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 3 years (6 semesters)

Maximum duration: 6 years

Minimum Counseling and hands-on experience at Learning Centres: 160 hrs/semester.

Fourth Semester		
Sub. Code	Title	Credits
BM0014	e-Commerce and Application Package	4
BM0015	Business Taxation and Auditing	4
BM0016	Management and Cost Accounting	4
BM0017	Secured e-Transaction	2
BM0018	Human Resource Management	2
	Total Cumulative Credits	64

Fifth Semester		
Sub. Code	Title	Credits
BM0019	Management Information System (MIS)	2
BM0020	Electronic Banking	2
BM0021	Financial Management	4
BM0022	Financial Services	4
BM0023	Capital and Money Market	4
	Total Cumulative Credits	80

Sixth Semester		
Sub. Code	Title	Credits
BM0024	Small Business Management and Entrepreneurship	4
BM0025	Visual Basic	4
BM0026	CRM (Customer Relationship Management)	4
BM0027	Insurance and Risk Management	4
	Total Cumulative Credits	96

Post Graduate Diploma in Business Administration (PGDBA)
(Revised Spring 2010)
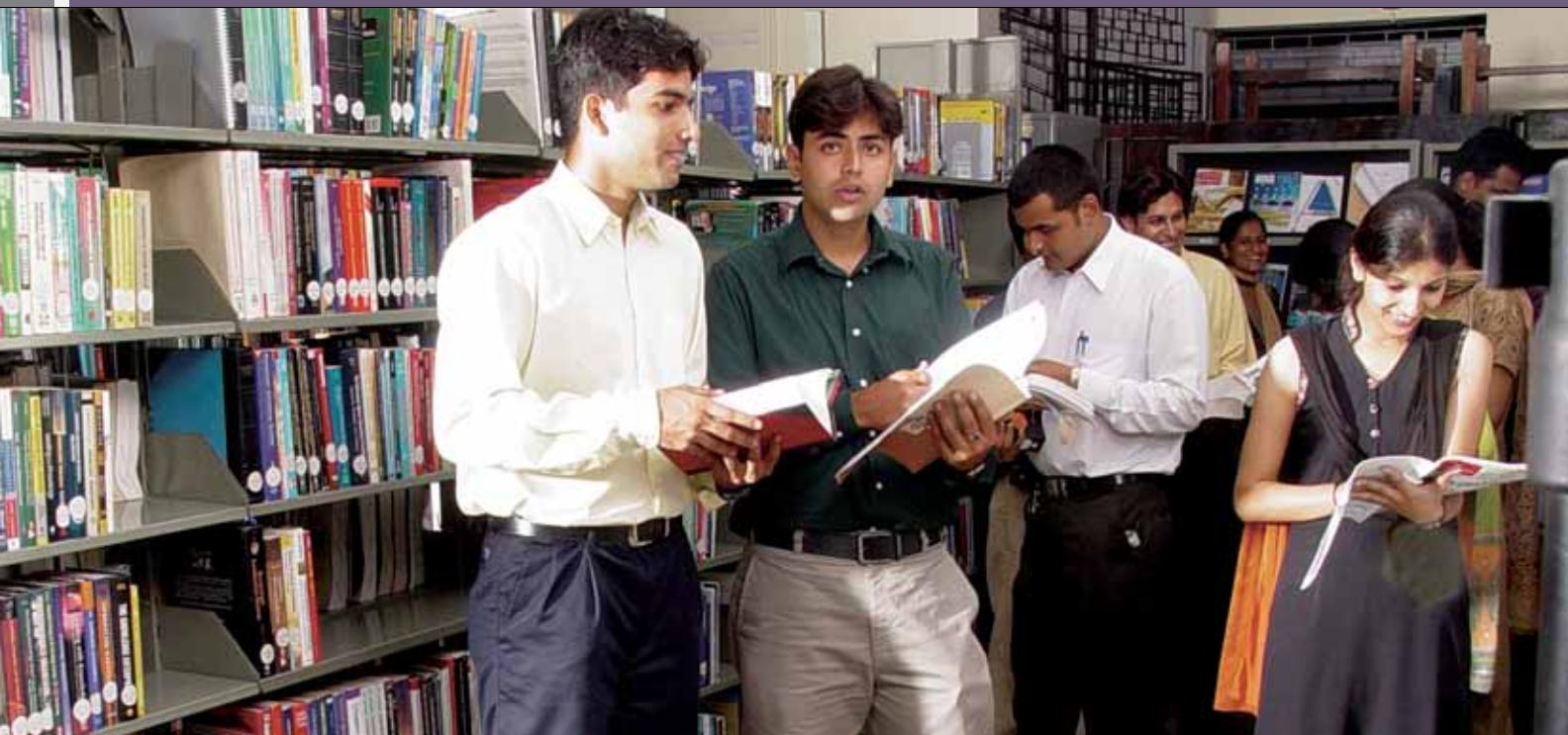
The phenomenal growth being experienced by the manufacturing and services sectors and with globalization of markets, these sectors are increasingly looking at employing skills which require a knowledge of management principles and with managerial capability. There has also been considerable progress and advancement in management tools and techniques. SMU has therefore designed and developed a Post Graduate Diploma in Business Administration to cater the needs of professionals. This program will provide a foundation in essential management principles, supported by multi functional knowledge with the ability to apply, adapt and integrate these skills in different management settings.

Objectives:

The PGDBA Program aims to improve the students' capability to manage in a business environment. On completion of the program, students are expected to have acquired:

• A systematic approach to identification of business problems and their solutions.

• The ability to make competent decisions.

• Effective communication skills.

• Provide the necessary impetus to grow in an existing organization

• To equip oneself with skills to change to a better career in a growing market.

Eligibility: 3 year Graduation.

Semester Fee: Rs.11,700/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 1 year (2 semesters).
Maximum duration: 2 years.
Minimum Counseling and hands-on experience at Learning Centres: 180 hrs/semester.
Note: After successful completion of PGDBA program, the student will be eligible for Re-entry to III semester of MBA (Revised Spring 2010).

Program Structure

First Semester		
Sub. Code	Title	Credits
MB0038	Management Process and Organization Behavior	4
MB0039	Business Communication	4
MB0040	Statistics for Management	4
MB0041	Financial and Management Accounting	4
MB0042	Managerial Economics	4
MB0043	Human Resource Management	4
	Total Cumulative Credits	24

Second Semester		
Sub. Code	Title	Credits
MB0044	Production and Operations Management	4
MB0045	Financial Management	4
MB0046	Marketing Management	4
MB0047	Management Information System	4
MB0048	Operations Research	4
MB0049	Project Management	4
	Total Cumulative Credits	48

FINANCE MANAGEMENT	MARKETING MANAGEMENT	HUMAN RESOURCE MANAGEMENT	INFORMATION SYSTEMS MANAGEMENT	BANKING MANAGEMENT
RETAIL OPERATIONS MANAGEMENT	OPERATIONS MANAGEMENT	PROJECT MANAGEMENT	TOTAL QUALITY MANAGEMENT	HEALTHCARE SERVICES MANAGEMENT

Objectives:
- To attract students who have either completed a post graduate program in general management, or may wish to specialize further, following completion of an MBA.
- To open up more career opportunities to these potential students.
- To give students the option of studying further, while on the job.
- To provide in-depth theoretical and practical knowledge in the area of specialization.

Eligibility: An MBA degree from a recognized University, or an equivalent of a two-year Post Graduate Diploma in Business Management from an AICTE approved institution. Students who have completed the SMU MBA degree in the past are also eligible to pursue this program, should they wish to acquire a post graduate diploma qualification in an added area of specialization.

Semester Fee: Rs.11,700/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 1 year (2 semesters)

Maximum duration: 2 years

Minimum Counseling and hands-on experience at Learning Centres: 160 hrs/semester.

Exemptions: Students who have completed the SMU MBA degree (Revised Fall 2007) may be exempted from taking the core subjects offered in the first and second semesters of the PG Diploma, since they would have taken these as a part of the MBA program.

Program Structure

First Semester	Core Subjects + Specialization Subjects	
Sub. Code	Title	Credits
MB0034	Research Methodology	3
MB0035	Legal Aspects of Business	3
	4 Subjects in area of Specialization (2 credits each)	8
	Begin Project work*	
	Total Cumulative Credits	14

Second Semester	Core Subjects + Specialization Subjects	
Sub. Code	Title	Credits
MB0036	Strategic Management & Business Policy	3
MB0037	International Business Management	3
	4 Subjects in area of Specialization (2 credits each)	8
	Complete Project work*	4
	Total Cumulative Credits	32

* The Project will be done in the area of specialization and should be a live project on an ongoing problem faced by an organization, under a company guide. It will commence in Semester I and will be completed in Semester II. Evaluation will be conducted in Semester II.

PG Diploma in specialization areas of MBA

Post Graduate Diploma in Finance Management (PGDFM)

First Semester		
Sub. Code	Title	Credits
MF0001	Security Analysis & Portfolio Management	2
MF0002	Mergers & Acquisitions	2
MF0003	Taxation Management	2
MF0004	Internal Audit & Control	2
MF0005	Project*	

Second Semester		
Sub. Code	Title	Credits
MF0006	International Financial Management	2
MF0007	Treasury Management	2
MF0008	Merchant Banking & Financial Services	2
MF0009	Insurance & Risk Management	2
MF0005	Project*	4

Post Graduate Diploma in Marketing Management (PGDMM)

First Semester		
Sub. Code	Title	Credits
MK0001	Sales Distribution & Supply Chain Management	2
MK0002	Consumer Behavior	2
MK0003	Retail Marketing	2
MK0004	Market Research	2
MK0005	Project*	

Second Semester		
Sub. Code	Title	Credits
MK0006	Services Marketing & Customer Relationship Management	2
MK0007	Advertising Management & Sales Promotion	2
MK0008	e-Marketing	2
MK0009	International Marketing	2
MK0005	Project*	4

Post Graduate Diploma in Human Resource Management (PGDHRM)

First Semester		
Sub. Code	Title	Credits
MU0001	Manpower Planning & Re-sourcing	2
MU0002	Management & Organizational Development	2
MU0003	Employee Relations Management	2
MU0004	HR Audit	2
MU0005	Project*	

Second Semester		
Sub. Code	Title	Credits
MU0006	Compensation Benefits	2
MU0007	Performance Management & Appraisal	2
MU0008	Talent Management & Employee Retention	2
MU0009	Change Management	2
MU0005	Project*	4

Post Graduate Diploma in Information Systems Management (PGDISM)

First Semester		
Sub. Code	Title	Credits
MI0024	Software Engineering	2
MI0025	Database Management Systems (DBMS)	2
MI0026	Computer Networks	2
MI0027	Business Intelligence & Tools	2
MI0028	Project*	

Second Semester		
Sub. Code	Title	Credits
MI0029	Enterprises Resource Planning (ERP)	2
MI0030	e-Commerce	2
MI0031	Technology Management	2
MI0032	Java and Web Design	2
MI0028	Project*	4

Post Graduate Diploma in Banking Management (PGDBM)

First Semester		
Sub. Code	Title	Credits
MA0027	Financial System & Commercial Banking	2
MA0028	Banking Related Laws & Practices	2
MA0029	Banking Operations	2
MA0030	Retail Banking	2
MA0031	Project*	

Second Semester		
Sub. Code	Title	Credits
MA0032	Merchant Banking & Financial Services	2
MA0033	Treasury Management	2
MA0034	Corporate Banking	2
MA0035	Institutional Banking	2
MA0031	Project*	4

*The Project will be done in the area of specialization and should be a live project on an ongoing problem faced by an organization, under a company guide. It will commence in Semester I and will be completed in Semester II. Evaluation will be conducted in semester II.

Post Graduate Diploma in Retail Operations Management (PGDROM)

First Semester		
Sub. Code	Title	Credits
ML0001	Warehousing & Supply Chain Management	2
ML0002	Buying & Merchandising	2
ML0003	Store Operations	2
ML0004	Retail IT Management	2
ML0005	Project*	

Second Semester		
Sub. Code	Title	Credits
ML0006	Service Marketing & Customer Relationship Management	2
ML0007	Advertising Management & Sales Promotion	2
ML0008	Mall Management	2
ML0009	Project Management in Retail	2
ML0005	Project*	4

Post Graduate Diploma in Operations Management (PGDOM)

First Semester		
Sub. Code	Title	Credits
OM0001	Operations Management	2
OM0002	Enterprises Resource Planning	2
OM0003	Supply Chain Management	2
OM0004	Advanced Production and Operations Management	2
OM0005	Project*	

Second Semester		
Sub. Code	Title	Credits
OM0006	Maintenance Management	2
OM0007	Quality Management	2
OM0008	Advanced Production Planning and Control	2
OM0009	Technology Management	2
OM0005	Project*	4

Post Graduate Diploma in Project Management (PGDPM)

First Semester		
Sub. Code	Title	Credits
PM0001	Introduction to Project Management	2
PM0002	Project Planning & Scheduling	2
PM0003	Project Finance & Budgeting	2
PM0004	Managing Human Resources in Projects	2
PM0005	Project*	

Second Semester		
Sub. Code	Title	Credits
PM0006	Quantitative Methods in Project Management	2
PM0007	Project Risk Management	2
PM0008	Project Quality Management	2
PM0009	Contracts Management in Projects	2
PM0005	Project*	4

Post Graduate Diploma in Total Quality Management (PGDTQM)

First Semester		
Sub. Code	Title	Credits
QM0001	Foundation of Quality Management	2
QM0002	Principles & Philosophies of Quality Management	2
QM0003	Statistical Process Control and Process Capability	2
QM0004	Quality Management Tools	2
QM0005	Project*	

Second Semester		
Sub. Code	Title	Credits
QM0006	ISO / QS 9000 Elements	2
QM0007	Managing Quality in the Organization	2
QM0008	Quality Management Systems	2
QM0009	Quality Development Methods	2
QM0005	Project*	4

Post Graduate Diploma in Healthcare Services Management (PGDHSM)

First Semester		
Sub. Code	Title	Credits
MH0040	Health Administration	2
MH0041	Hospital Organization, Operations and Planning	2
MH0042	Hospital & Healthcare Information Management	2
MH0043	Finance, Economics and Materials Management in Healthcare Services	2
MH0044	Project*	

Second Semester		
Sub. Code	Title	Credits
MH0047	Public Relations and Marketing for Healthcare Organization	2
MH0048	Management of Healthcare Human Resources	2
MH0049	Legal Aspects in Healthcare Administration	2
MH0050	Quality Management in Healthcare Services	2
MH0044	Project*	4

*The Project will be done in the area of specialization and should be a live project on an ongoing problem faced by an organization, under a company guide. It will commence in Semester I and will be completed in Semester II. Evaluation will be conducted in semester II.

Master of Business Administration (MBA)
(Revised Spring 2010)

FINANCE	MARKETING	HUMAN RESOURCE	INFORMATION SYSTEMS	BANKING
RETAIL OPERATIONS	OPERATIONS	PROJECT	TQM	HEALTHCARE SERVICES

The Master of Business Administration (MBA) is an integrated program designed to provide an advanced program in management for those seeking managerial positions in industry, commerce and services. The core subjects are aimed at developing knowledge and skills in fundamental management disciplines. The program also involves participation in group work with students from diverse backgrounds and is aimed at improving the decision making abilities of the participants in management related areas.

Objectives:
The program aims at realizing the following objectives:
- To provide a strong theoretical and practical foundation for a managerial position
- To imbibe an updated perspective on the changes taking place in the corporate sector
- To promote an inquiry based learning
- To promote a self learning platform such that the motivation continues even after the program is completed
- To equip students with the latest in terms of technology based learning system
- To provide the industry with the most employable people at specific levels of management

Eligibility: 3 year Graduation.
Semester Fee: Rs.11,700/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.
Minimum duration: 2 years (4 semesters)
Maximum duration: 4 years
Minimum Counseling and hands-on experience at Learning Centres: 180 hrs/semester.

Students are required to take six subjects in each of the first two semesters. In each of the third and fourth semesters, there will be two compulsory papers and four papers of the specialization selected by the student. There will also be a project in the area of specialization. The specialization should be selected by the student while reregistering for the third semester. Students will be permitted only one specialization.

Program Structure

First Semester		
Sub. Code	Title	Credits
MB0038	Management Process and Organization Behavior	4
MB0039	Business Communication	4
MB0040	Statistics for Management	4
MB0041	Financial and Management Accounting	4
MB0042	Managerial Economics	4
MB0043	Human Resource Management	4
	Total Cumulative Credits	24

Provision for lateral entry to second semester of MBA:

Eligibility:
(a) BBA / BBM from a recognized University   **OR**
(b) 3-year Graduation with PGDBA from AICTE recognised institution   **OR**
(c) 3-year Graduation with 6 month Management Diploma from an institution and minimum 1 year managerial / supervisory experience in reputed organization thereafter   **OR**
(d) 3-year Graduation and minimum 3 year managerial / supervisory experience in a reputed organization thereafter **OR**
(e) MBBS / BDS / B.PHARM / BHMS / BAMS / BUMS / BSSM / BVSc / 4 year graduation in Allied Health Science / Life Science graduates from a recognized University.

Additional Fees: In addition to the normal fees, an additional lateral entry fee of Rs.3,800/- (inclusive of examination fees) is payable by students opting for this scheme.

Note: In this lateral entry scheme, students have to appear and pass the first semester examination. Books of first semester will be supplied by the University and internal assessment will be completed at the Learning Centre.

Second Semester		
Sub. Code	Title	Credits
MB0044	Production and Operations Management	4
MB0045	Financial Management	4
MB0046	Marketing Management	4
MB0047	Management Information System	4
MB0048	Operations Research	4
MB0049	Project Management	4
	Total Cumulative Credits	48

Provision for Re-entry into third semester of MBA:

Eligibility: PGDBA of SMU (Revised Spring 2010)

Semester Fee: Rs.11,700/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 1 year (2 semesters)

Maximum duration: 2 years

Note: A maximum gap of one year is allowed for the student to get admitted under this scheme after completion of PGDBA.

Third Semester Core Subjects + Specialization Subjects		
Sub. Code	Title	Credits
MB0050	Research Methodology	4
MB0051	Legal Aspects of Business	4
	4 Subjects in area of Specialization (4 credits each)	16
	Project *	
	Total Cumulative Credits	72

Fourth Semester Core Subjects + Specialization Subjects		
Sub. Code	Title	Credits
MB0052	Strategic Management & Business Policy	4
MB0053	International Business Management	4
	4 Subjects in area of Specialization (4 credits each)	16
	Project *	4
	Total Cumulative Credits	100

Finance Management

Third Semester		
Sub. Code	Title	Credits
MF0010	Security Analysis & Portfolio Management	4
MF0011	Mergers & Acquisitions	4
MF0012	Taxation Management	4
MF0013	Internal Audit & Control	4
MF0014	Project*	

Fourth Semester		
Sub. Code	Title	Credits
MF0015	International Financial Management	4
MF0016	Treasury Management	4
MF0017	Merchant Banking & Financial Services	4
MF0018	Insurance & Risk Management	4
MF0014	Project*	4

Marketing Management

Third Semester		
Sub. Code	Title	Credits
MK0010	Sales Distribution & Supply Chain Management	4
MK0011	Consumer Behavior	4
MK0012	Retail Marketing	4
MK0013	Market Research	4
MK0014	Project*	

Fourth Semester		
Sub. Code	Title	Credits
MK0015	Services Marketing & Customer Relationship Management	4
MK0016	Advertising Management & Sales Promotion	4
MK0017	e-Marketing	4
MK0018	International Marketing	4
MK0014	Project*	4

Human Resource Management

Third Semester		
Sub. Code	Title	Credits
MU0010	Manpower Planning & Re-sourcing	4
MU0011	Management & Organizational Development	4
MU0012	Employee Relations Management	4
MU0013	HR Audit	4
MU0014	Project*	

Fourth Semester		
Sub. Code	Title	Credits
MU0015	Compensation Benefits	4
MU0016	Performance Management & Appraisal	4
MU0017	Talent Management & Employee Retention	4
MU0018	Change Management	4
MU0014	Project*	4

Information Systems Management

Third Semester		
Sub. Code	Title	Credits
MI0033	Software Engineering	4
MI0034	Database Management Systems (DBMS)	4
MI0035	Computer Networks	4
MI0036	Business Intelligence & Tools	4
MI0037	Project*	

Fourth Semester		
Sub. Code	Title	Credits
MI0038	Enterprises Resource Planning (ERP)	4
MI0039	e-Commerce	4
MI0040	Technology Management	4
MI0041	Java and Web Design	4
MI0037	Project*	4

* The Project will be done in the area of specialization and should be a live project on an ongoing problem faced by an organization, under a company guide. It will commence in Semester 3 and will be completed in Semester 4. Evaluation will be conducted in semester 4.

Master of Business Administration (MBA)
(Revised Spring 2010)

Banking Management

Third Semester		
Sub. Code	Title	Credits
MA0036	Financial System & Commercial Banking	4
MA0037	Banking Related Laws & Practices	4
MA0038	Banking Operations	4
MA0039	Retail Banking	4
MA0040	Project*	

Fourth Semester		
Sub. Code	Title	Credits
MA0041	Merchant Banking & Financial Services	4
MA0042	Treasury Management	4
MA0043	Corporate Banking	4
MA0044	Institutional Banking	4
MA0040	Project*	4

Retail Operations Management

Third Semester		
Sub. Code	Title	Credits
ML0010	Warehousing & Supply Chain Management	4
ML0011	Buying & Merchandising	4
ML0012	Store Operations	4
ML0013	Retail IT Management	4
ML0014	Project*	

Fourth Semester		
Sub. Code	Title	Credits
ML0015	Service Marketing & Customer Relationship Management	4
ML0016	Advertising Management & Sales Promotion	4
ML0017	Mall Management	4
ML0018	Project Management in Retail	4
ML0014	Project*	4

Operations Management

Third Semester		
Sub. Code	Title	Credits
OM0010	Operations Management	4
OM0011	Enterprises Resource Planning	4
OM0012	Supply Chain Management	4
OM0013	Advanced Production and Operations Management	4
OM0014	Project*	

Fourth Semester		
Sub. Code	Title	Credits
OM0015	Maintenance Management	4
OM0016	Quality Management	4
OM0017	Advanced Production Planning and Control	4
OM0018	Technology Management	4
OM0014	Project*	4

Project Management

Third Semester		
Sub. Code	Title	Credits
PM0010	Introduction to Project Management	4
PM0011	Project Planning & Scheduling	4
PM0012	Project Finance & Budgeting	4
PM0013	Managing Human Resources in Projects	4
PM0014	Project*	

Fourth Semester		
Sub. Code	Title	Credits
PM0015	Quantitative Methods in Project Management	4
PM0016	Project Risk Management	4
PM0017	Project Quality Management	4
PM0018	Contracts Management in Projects	4
PM0014	Project*	4

Total Quality Management

Third Semester		
Sub. Code	Title	Credits
QM0010	Foundation of Quality Management	4
QM0011	Principles & Philosophies of Quality Management	4
QM0012	Statistical Process Control and Process Capability	4
QM0013	Quality Management Tools	4
QM0014	Project*	

Fourth Semester		
Sub. Code	Title	Credits
QM0015	ISO / QS 9000 Elements	4
QM0016	Managing Quality in the Organization	4
QM0017	Quality Management Systems	4
QM0018	Quality Development Methods	4
QM0014	Project*	4

Healthcare Services Management

Third Semester		
Sub. Code	Title	Credits
MH0051	Health Administration	4
MH0052	Hospital Organization, Operations and Planning	4
MH0053	Hospital & Healthcare Information Management	4
MH0054	Finance, Economics and Materials Management in Healthcare Services	4
MH0055	Project*	

Fourth Semester		
Sub. Code	Title	Credits
MH0056	Public Relations and Marketing for Healthcare Organization	4
MH0057	Management of Healthcare Human Resources	4
MH0058	Legal Aspects in Healthcare Administration	4
MH0059	Quality Management in Healthcare Services	4
MH0055	Project*	4

* The Project will be done in the area of specialization and should be a live project on an ongoing problem faced by an organization, under a company guide. It will commence in Semester 3 and will be completed in Semester 4. Evaluation will be conducted in semester 4.

"My degree in Fashion Design from SMU-DE is also helping me design a great career."

Experience Fashion at: http://www.smude.edu.in/fashion/demo/

Lateral Entry Scheme for SMU Programs

Most of the programs are designed for multiple entry and exit. The candidates can enrol for the programs based on basic qualification and lateral entry qualification.

Basic qualification: For graduation, basic qualification is 10+2 or equivalent. For postgraduation, basic qualification is 3 year graduation or equivalent. The specific provisions are indicated under respective program headings.

Lateral entry qualification: Lateral entry is an opportunity given to a candidate having the basic qualification and previous qualification in the relevant field to enter a higher semester. However, such students will be required to appear and qualify in the previous semesters / relevant papers.

Candidates may exit the program at any stage and will get the corresponding Diploma / PG Diploma based on the exit qualification. The various entry and exit points for all the program applicable is illustrated graphically. The details of eligibility criteria and fees structure of lateral entries are indicated in respective programs headings.
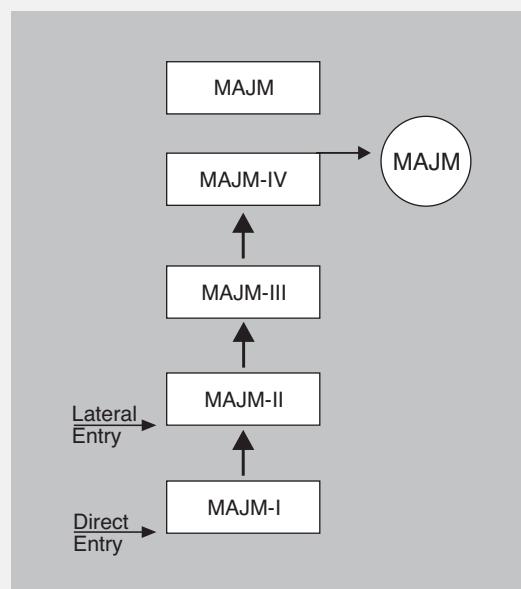
The program leading to the award of Bachelor of Arts in Journalism and Mass Communication (BAJM) is propped with updated examples, case studies, and media resources. This program imparts comprehensive training to aspirants in the communication forte, keeping pace with recent developments in all spheres of mass media. Completion of this program would open vistas for fulfilling careers in specialized media platforms:

Micro-blogging / Web-Advertising / Digital Public Relations / Web casts / Photojournalism / Print Media / Event Management / Corporate Communication / TV Production, and also opportunities as media correspondents across diverse industry verticals.

Objectives:
- Empowering students with practical know-how so as to enable them to pursue a successful career in Journalism and Mass Media.
- Facilitating up-to-date coverage of the latest political, economic, technological, and cultural issues affecting media industries in the scenario of convergence.
- Enabling students to examine the current forces shaping the creation, distribution and exhibition of media content.
- Providing extensive knowledge as regards the impact of emerging trends in media on society, from nano animatronic paparazzi to social networking to the latest surge in dot-com journalism.

Eligibility: 10+2 or equivalent / 3 year Diploma from a State Board of Technical Education.

Semester Fee: Rs.9,950/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 3 years (6 semesters).

Maximum duration: 6 years.

Minimum Counseling and hands-on experience at Learning Centre: 160 hrs/semester.

Program Structure

First Semester

Sub. Code	Title	Credits
BJ0028	Fundamentals of Communication skills	2
BJ0029	Fundamentals of Computers	2
BJ0030	English Literature I	4
BJ0031	Reporting - Theory	2
BJ0032	Reporting - Practical	2
BJ0033	Fundamentals of Journalism	4
	Total Cumulative Credits	16

Second Semester

Sub. Code	Title	Credits
BJ0034	Writing for Media - Theory	2
BJ0035	Writing for Media - Practical	2
BJ0036	Editing -Theory	2
BJ0037	Editing - Practical	2
BJ0038	English Literature II	4
BJ0039	Introduction to Indian Constitution	2
BJ0040	History of Media	2
	Total Cumulative Credits	32

Third Semester

Sub. Code	Title	Credits
BJ0041	Radio Broadcasting - Theory	2
BJ0042	Radio Broadcasting - Practical	2
BJ0043	TV Broadcasting - Theory	2
BJ0044	TV Broadcasting - Practical	2
BJ0045	Photojournalism - Theory	2
BJ0046	Photojournalism - Practical	2
BJ0047	Introduction to Cinema	4
	Total Cumulative Credits	48

Fourth Semester

Sub. Code	Title	Credits
BJ0048	Advertising - Theory	2
BJ0049	Advertising - Practical	2
BJ0050	Public Relations - Theory	2
BJ0051	Public Relations - Practical	2
BJ0052	Magazine Journalism - Theory	2
BJ0053	Magazine Journalism - Practical	2
BJ0054	Internet & New Media - Theory	2
BJ0055	Internet & New Media - Practical	2
	Total Cumulative Credits	64

Fifth Semester

Sub. Code	Title	Credits
BJ0056	Environment & Media	4
BJ0057	Media, Society & Development	4
BJ0058	Media Criticism	4
BJ0059	Basic Media Research	4
	Total Cumulative Credits	80

Sixth Semester

Sub. Code	Title	Credits
BJ0060	Information Society	4
BJ0061	Organizational Behaviour & Media Organization	4
BJ0062	Media Law & Ethics	2
BJ0063	Human Rights & Media	2
BJ0064	Project	4
	Total Cumulative Credits	96

Bachelor of Science in Apparel and Fashion Design (BScAFD)
(Revised Fall 2009)

The BScAFD program is designed to combine an extensive educational curriculum with industrial training. The program is a fabrication of different subjects oriented towards the fashion and apparel industry. The electives introduced in the fifth semester provide an opportunity for specialised training as per requirement of the Fashion / Garment industry.

Objectives:
- To provide the students with knowledge of the production processes in apparel industry.
- To develop skills in illustrating fashion figures, design collection, using techniques of draping, sewing, embroidery, printing etc.
- To provide adequate knowledge on principles of marketing, which also includes the retail scenario.
- To facilitate knowledge of the industry, with a shift from Manufacturing / stitching to design-cum-manufacturing scenario.

Eligibility: 10+2 or equivalent/ 3 year Diploma from a State Board of Technical Education

Semester Fee: Rs.12,450/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum Duration: 3 years (6 semesters)

Maximum Duration: 6 years.

Minimum counselling and hands-on experience at Learning Centres: 160 hrs/semester.

Program Structure

First Semester		
Sub. Code	Title	Credits
CB 0001	Fundamentals of Fashion Design	4
CB 0002	History of Costumes	4
CB 0003	Principles and Elements of Design – Theory	2
CB 0004	Principles and Elements of Design – Practical	2
CB 0005	Fundamentals of Computers	2
CB 0006	Fashion Communication	2
	Total Cumulative Credits	16

Provision for Lateral Entry to Second Semester of BScAFD:

Eligibility: 10+2 and 6 months of Fashion Designing Program.

Additional fees: In addition to the normal fees, an additional lateral entry fee of Rs.3800/- (inclusive of examination fees) is payable by students opting for this scheme

Note: In this lateral entry scheme, students have to appear and pass the first semester examination. Books of first semester will be supplied by the University and internal assessment will be completed at the Learning Centres.

Second Semester		
Sub. Code	Title	Credits
CB 0007	Fundamentals of Textile Fibers and Yarns	4
CB 0008	Introduction to Pattern Making and Stitching – Theory	2
CB 0009	Introduction to Pattern Making and Stitching – Practical I	2
CB 0010	Introduction to Pattern Making and Stitching – Practical II	2
CB 0011	Introduction to Pattern Making and Stitching – Practical III	2
CB 0012	Fashion Illustration – Theory	2
CB 0013	Fashion Illustration – Practical	2
	Total Cumulative Credits	32

Third Semester		
Sub. Code	Title	Credits
CB 0014	Pattern Making through Drafting and Flat Pattern Technique – Theory	2
CB 0015	Pattern Making through Drafting and Flat Pattern Technique – Practical	2
CB 0016	Garment Construction – Practical	4
CB 0017	Pattern Making through Draping – Practical	2
CB 0018	Fabric Formation and Processing	4
CB 1901	Indian Constitution #	2
CB 1902	Customer Relations Management @	2
	Total Cumulative Credits	48

Fourth Semester		
Sub. Code	Title	Credits
CB 0020	Surface Ornamentation - Theory	2
CB 0021	Surface Ornamentation – Practical	2
CB 0022	Import and Export	4
CB 0023	Financial and Management Accounting	4
CB 0024	Concept of e-commerce	4
	Total Cumulative Credits	64

Fifth Semester		
Sub. Code	Title	Credits
Elective I	Quality Control	16
Elective II	Pattern Making / Cutting	16
Elective III	Fashion Design and Illustration	16
Elective IV	Apparel and Fashion Merchandising	16
	Total Cumulative Credits	80

Not applicable to students abroad (overseas)
@ Not applicable to students in India
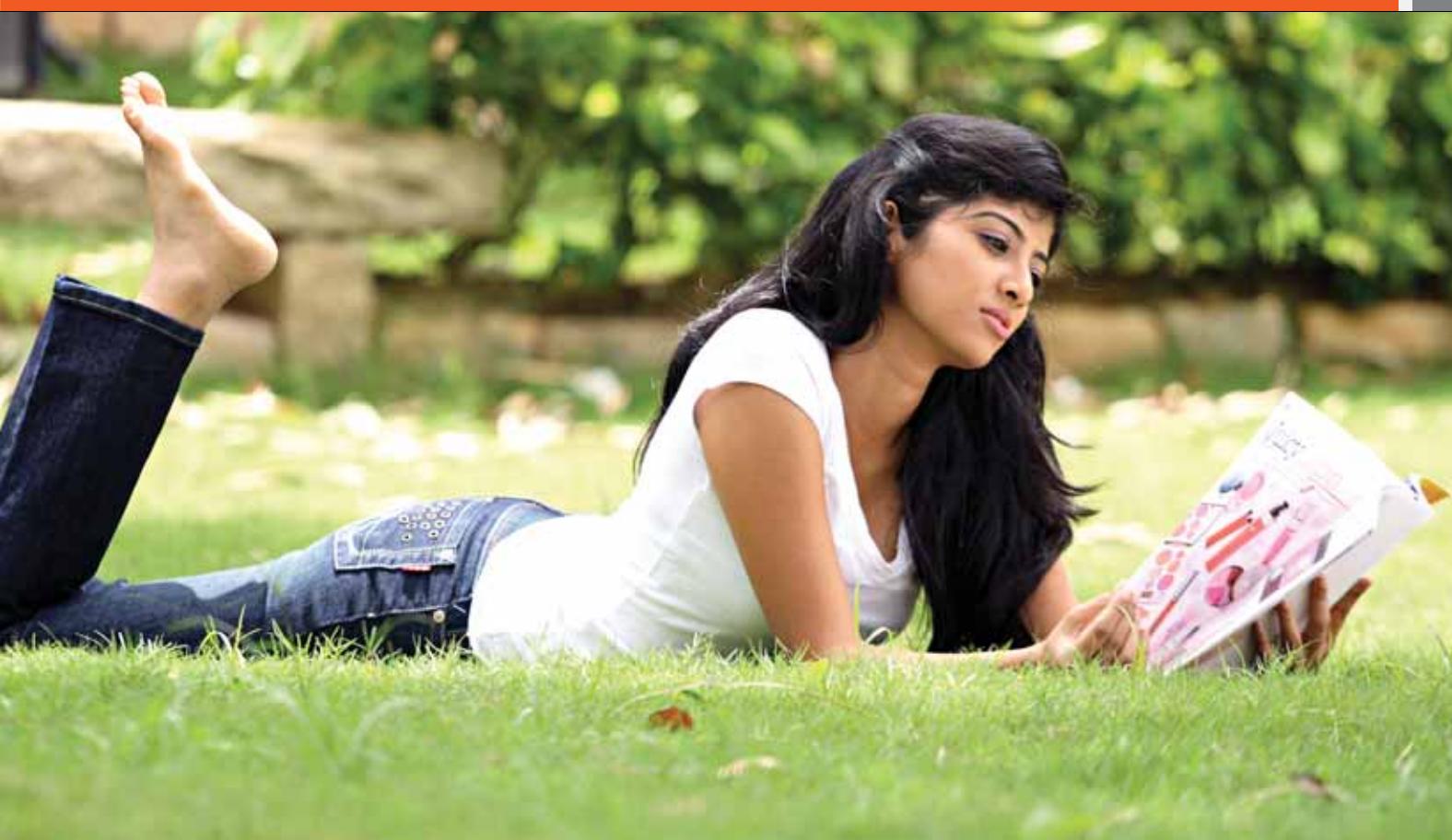
Sixth Semester

Sub. Code	Title	Credits
CB 2501	Total Quality Control *	4
CB 2706	Fashion Merchandising **	4
CB 0029	Computer Aided Designing: Apparel Industry – Theory	2
CB 0030	Computer Aided Designing: Apparel Industry – Practical	2
CB 0031	Fashion Marketing and Advertising	4
CB 0032	Environmental Studies	2
CB 0033	Entrepreneurship Development	2
	Total Cumulative Credits	96

* Applicable for Electives III and IV   ** Applicable for Electives I and II

Elective I Quality Control

Sub. Code	Title	Credits
CB 2501	Total Quality Control	4
CB 2502	Apparel Production Process	4
CB 2503	Production Management	4
CB 2504	Internship	4

Elective II Pattern Making / Cutting

Sub. Code	Title	Credits
CB 2502	Apparel Production Process	4
CB 2601	Industrial Pattern Making and Sewing	2
CB 2602	Pattern Grading	2
CB 2603	Quality Control – Pattern Making / Cutting	4
CB 2604	Internship	4

Elective III Fashion Design and Illustration

Sub. Code	Title	Credits
CB 2701	Advanced Fashion Illustration - Practical	2
CB 2702	Fashion Presentation	4
CB 2703	Graphic Design - Theory	2
CB 2704	Graphic Design - Practical	2
CB 2705	Accessory Design	2
CB 2706	Fashion Merchandising	4

Elective IV Apparel and Fashion Merchandising

Sub. Code	Title	Credits
CB 2502	Apparel Production Process	4
CB 2706	Fashion Merchandising	4
CB 2801	Retail Merchandising and Management	4
CB 2802	Internship	4

Master of Arts in Journalism and Mass Communication (MAJM)

This program is specially meant for candidates who aspire for a career in mass media and communication, and imparts training in print, radio, television, internet and corporate communication. Throughout the program, impetus will be placed on a critical approach to media and special attention will be given to communication research. In the final semester, students have the option of specializing in either television production or corporate communication.

Objectives:

- To provide intensive theoretical and practical knowledge in various media professions ranging from the management of media organization to research.
- To provide an integrated perspective of media functioning along with a fair amount of exposure to technical know-how.
- To hone the student's analytical skills. Completion of this program would open vistas for fulfilling careers in various media like television production, corporate advertising, photography and related fields.

Eligibility: 3 year Graduation.

Semester Fee: Rs.11,200/- per semester (inclusive of Exam Fee Rs.800/- & Alumni Fee Rs.100/-) or as revised from time to time.

Minimum duration: 2 years (4 semesters).

Maximum duration: 4 years.

Minimum counseling and hands-on experience at Learning Centres: 160 hrs/semester.

Program Structure

First Semester

Sub. Code	Title	Credits
MJ0001	Internet and Media	2
MJ0002	Computer Fundamentals	2
MJ0003	Mass Communication	4
MJ0004	Reporting and Editing	4
MJ0005	Media Laws and Ethics	4
	Total Cumulative Credits	16

Provision for lateral entry to the second semester of MAJM:
Eligibility:

(a) BAJM from a recognized University   OR

(b) 3 year Graduation with one year Post Graduate Diploma in Journalism and Mass Communication or 1 year work experience in the field related to Journalism and Mass Communication thereafter.

Additional fees: In addition to the normal fees, an additional lateral entry fee of Rs.3,800/- (inclusive of examination fees) is payable by students opting for this scheme.

Note: In this lateral entry scheme, students have to appear and pass the first semester examination. Books of first semester will be supplied by the University and internal assessment will be completed at the Learning Centre.

Second Semester

Sub. Code	Title	Credits
MJ0006	Radio and Television for Communication	2
MJ0007	Computer Applications in Mass Communication	2
MJ0008	Television News	4
MJ0009	Media Organization and Management	4
MJ0010	Communication Research	4
	Total Cumulative Credits	32

Third Semester

Sub. Code	Title	Credits
MJ0011	News Critics	4
MJ0012	Photography and Videography	4
MJ0013	Interviews for Print, Radio and Television	4
MJ0014	Online Journalsim	4
	Total Cumulative Credits	48

Fourth Semester

Sub. Code	Title	Credits
MJ0015	Master thesis	4
MJ0016	Elective*	12
	Total Cumulative Credits	64

* Electives (Choose any one Group)

Group 1		
MJ1601	Organizational Communication	4 credits
MJ1602	Advertising and Public Relations	4 credits
MJ1603	Event Management and Reporting	4 credits
Group 2		
MJ1604	Television Studies	4 credits
MJ1605	Television Production	4 credits
MJ1606	Television Management and its Policy	4 credits

DISCIPLINES

Information Technology

Diploma
- Diploma in Information Technology (DIT)
- Diploma in Systems and Networking (DSN)

Bachelors Degree
- Bachelor of Science in Information Technology (BScIT)
- Bachelor of Computer Applications (BCA)
- Bachelor of Science in Infrastructure Management System (BScIMS)

PG Diploma
- PG Diploma in Information Technology (PGDIT)
- PG Diploma in Computer Applications (PGDCA)
- PG Diploma in Infrastructure Management System (PGDIMS)

Masters Degree
- Master of Science in Information Technology (MScIT)
- Master of Computer Applications (MCA)
- Master of Science in Computer Science (MScCS)

Telecom Technology

Masters Degree
- Master of Science in Telecom Technology (MScTT)

Management

Certificate
- Certificate in Export and Import Trade (CEIT)

Bachelors Degree
- Bachelor of Business Administration (BBA)
- Bachelor of Business Administration in Retail Operations (BBARO)

PG Diploma
- PG Diploma in Business Administration (PGDBA)
- PG Diploma in Business Administration Specialization in
  • Finance • Retail Operations • Marketing • Operations Management
  • Human Resource • ProjectManagement • Information Systems
  • Total Quality Management • Banking • Healthcare Services

Masters Degree
- Master of Business Administration (MBA) Specialization in
  • Finance • Retail Operations • Marketing • Operations Management
  • Human Resource • Project Management • Information Systems
  • Total Quality Management • Banking • Healthcare Services
- Master of Business Administration in International Business (MBAIB)

Commerce

Bachelors Degree
- Bachelor of Commerce in Information System (BComIS)

Journalism and Mass Communication

Bachelors Degree
- Bachelor of Arts in Journalism and Mass Communication (BAJM)

Masters Degree
- Master of Arts in Journalism and Mass Communication (MAJM)

Apparel and Fashion Design

Bachelors Degree
- Bachelor of Science in Apparel and Fashion Design (BScAFD)

Hospitality and Tourism

Diploma
- Diploma in Hospitality and Catering Management (DHCM)
- Advanced Diploma in Hospitality and Catering Management (ADHCM)

Bachelors Degree
- Bachelor of Science in Hospitality & Catering Management (BScHCM)

PG Diploma
- Post Graduate Diploma in Travel and Tourism Management (PGDTTM)

Safety and Fire

Diploma
- Diploma in Safety and Fire Engineering (DSFE)
- Advanced Diploma in Safety and Fire Engineering (ADSFE)

Bachelors Degree
- Bachelor of Science in Safety and Fire Management (BScSFM)

Allied Health Sciences

Diploma
- Diploma in Health Information Administration (DHIA)
- Diploma in Medical Laboratory Technology (DMLT)
- Diploma in Medical Imaging Technology (DMIT)

Bachelors Degree
- Bachelor of Science in Health Information Administration (BScHIA)
- Bachelor of Science in Medical Imaging Technology (BScMIT)
- Bachelor of Science in Medical Laboratory Technology (BScMLT)

PG Diploma
- PG Diploma in HealthCare Services Management (PGDHSM)
- Post Graduate Diploma in Clinical Research and Regulatory Affairs (PGDCRRA)

Masters Degree
- Master of Business Administration in Health Care Services (MBAHCS)
- Master of Science in Clinical Research and Regulatory Affairs (MScCRRA)

Biotechnology and Bioinformatics

Bachelors Degree
- Bachelor of Science in Applied Biotechnology (BScBT)

PG Diploma
- PG Diploma in Bioinformatics (PGDBI)

Masters Degree
- Master of Science in Bioinformatics (MScBI)

Ecology and Environmental Science

Masters Degree
- Master of Science in Ecology and Environment (MScEE)
- Master of Science in Disaster Mitigation (MScDM)
- Master of Science in Sustainable Development (MScSD)
- Master of Science in Total Quality Management (MScTQM)
- Master of Science in Geo-Informatics (MScGI)
- Master of Science in Eco-Tourism (MScET)
- Master of Science in Pollution Control (MScPC)

Activity		Date Schedule
	Session Begins	**1st Week of February, 2010**
Registration	(1) Last Date without late fee	3rd March, 2010
	(2) Last Date with late fee of Rs.500/-	5th April, 2010
	(3) Last Date with late fee of Rs.1000/-	3rd May, 2010
Re-registration	(1) Last Date without late fee	15th February, 2010
	(2) Last Date with late fee of Rs.500/-	17th March, 2010
	(3) Last Date with late fee of Rs.1000/-	15th April, 2010
Re-sitting	(1) Last Date without late fee	15th April, 2010
	(2) Last Date with late fee	30th April, 2010
Re-admission	(3) Last Date for receipt	5th April, 2010
Project / Viva / Practical Conduct	(1) Start Date	15th June, 2010
	(2) End Date	30th June, 2010
IA/Project/Practical Marks submission to COE by LC	IA / Project / Practical	5th July, 2010
	Admit Card Dispatch Date	25th June, 2010
	University Examination Date	22nd July, 2010

Visit www.smude.edu.in for updates under student alerts.

CONTACT DETAILS

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For the list of Learning Centres visit www.smude.edu.in

For more information:
Log on to **www.smude.edu.in** or call us at **1800 2667 878****
or sms **"SMUDE" <your name>** to 5667755.**