



**PRASAD V. POTLURI
SIDDHARTHA INSTITUTE OF TECHNOLOGY**

Autonomous

**AICTE approved, NBA & NAAC A+ accredited and ISO 9001:2015 certified Institution)
Permanent Affiliation to JNTUK, Kakinada**

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MASTER OF BUSINESS ADMINISTRATION

**ACADEMIC REGULATIONS, COURSE STRUCTURE AND
SYLLABUS (PVP21)**

M.B.A. TWO YEAR P.G. PROGRAMME

Sponsored by

**Siddhartha Academy of General & Technical Education
VIJAYAWADA**

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**PRASAD V POTLURI SIDDHARTHA INSTITUTE OF TECHNOLOGY
(Autonomous)**



**Academic Rules & Regulations (PVP21)
&
TWO YEAR MBA Course Structure & Syllabus**
(Applicable for the batch of students admitted from the Academic Year 2021-22)

**MASTER OF BUSINESS ADMINISTRATION
(M.B.A.)**

**PRASAD V. POTLURI SIDDHARTHA INSTITUTE OF
TECHNOLOGY (Autonomous)**

AICTE approved, NBA & NAAC Accredited, An ISO
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w.e.f. A.Y. 2021-22

PREFACE

PVP Siddhartha Institute of technology, established in 1998, is one of the seventeen educational institutions sponsored and run by Siddhartha Academy of General & Technical Education. The 250 members of the Academy are a group of industrialists, educationists, auditors and philanthropists with vast experience in their respective fields and above all with an ardent desire to spread quality Education. All the academic organizations of Siddhartha Academy stand symbolic of the pragmatic vision of its founders. PVP Siddhartha Institute of Technology has the advantage of inheriting the higher academic standards. The college is approved by AICTE and is permanently affiliated to JNTUK. It is certified by ISO 9001-2015 for its quality standard. It is accredited by the National Board of Accreditation and NAAC with A⁺ grade. Moreover, it is an Autonomous College.

The curriculum is revised continuously to address the challenges of industry and academia and to foster the global competencies among the students. The curriculum is revised two times since 2012. The present curriculum (MBA PVP21) is designed incorporating the features such as outcome-based approach, encouraging self-learning through MOOCs platforms i.e., Swayam, Coursera, EDX, NPTEL, etc., improve Industry Institute Interaction through internships at industry and introduction of value-added courses beyond curriculum to choose according to their interest to enhance their skills and employability.

Institute Vision

To provide rich ambience for Academic and Professional Excellence, Research, Employability skills, Entrepreneurship and Social responsibility.

Institute Mission

To empower the students with Technical knowledge, Awareness of up-to-date technical trends, Inclination for research in the areas of human needs, Capacity building for Employment / Entrepreneurship, Application of technology for societal needs.

Quality Policy

At PVPSIT, we commit ourselves to offer Quality professional education in engineering & Management by adhering to applicable statutory and regulatory requirements and through continuous improvement in the Quality of our services by,

- Regular up gradation of knowledge and skills of faculty.
- Improving the teaching methods and strategies.
- Providing state of art infrastructure.
- Recruiting competent faculty and maintaining prescribed Teacher-Student ratio.
- Improving the employability of students.
- Enhanced Collaboration with industry and institutions of National Repute.

MBA Department Vision

To become, over the next ten years, one of the best Business Schools in Andhra Pradesh, developing competent and ethical leaders who can perform globally.

MBA Department Mission

To drive academic excellence by creating an innovative learning environment, promoting Research, Entrepreneurship and Sustainable Leadership, to cater to the societal needs.

MBA Department Program Outcomes

PO-1: Scholastic Knowledge: Acquire the capacity to translate contemporary management theory into practice to solve problems in the core skill areas to arrive at optimal solutions for corporate problems.

PO-2: Critical Thinking: Assess environmental opportunities and align business activities to apply quantitative and qualitative analysis to implement strategic decisions.

PO-3: Problem Solving: Make business decisions by building technical and theoretical know-how with an emphasis on logical and innovative applications.

PO-4: Research Skill: Analyse complex issues inherent in selecting research problems, choosing appropriate research designs, and implementing research projects.

PO-5: Usage of modern tools: Utilize qualitative and quantitative tools to investigate and solve critical business problems.

PO-6: Collaborative and Multidisciplinary work: Implement collaborative learning through cooperation and facilitate active learning of the international environment and cross-cultural factors that affect business organisations.

PO-7: Project Management and Finance: Acquire skills of analytical thinking and techniques that help in identifying research topics, designing and conducting surveys, analysing and interpreting data and making financial feasibility studies to foster entrepreneurial orientation.

PO-8: Communication: Communicate and lead effectively to work professionally in teams.

PO-9: Life-long Learning: Ability to engage in life-long learning in the context of managing unpredictable societal and global issues.

PO-10: Ethical Practices and Social Responsibility: Evaluate ethical issues in the context of changing legal and social environments.

PO-11: Independent and Reflective Learning: Ability to engage in independent and reflective learning for knowledge creation through the transformation of experience in the changing micro and macro environments.

MBA Programme Educational Objectives

PEO-1: To impart knowledge of the fundamentals of Management theory a logical and practical approach to problem solving and function effectively as skilled managers who can respond to changing environment in a social and global context.

PEO-2: To develop capabilities in students to select and apply appropriate tools for decision making to solve complex business problems and to develop leadership skills to handle business uncertainties and crisis with a rational approach.

PEO-3: To groom students to work in multicultural and multidisciplinary teams for effective problem solving and inculcate creativity, entrepreneurial spirit and innovation among students.

PEO-4: To equip students with excellent academic environment to demonstrate highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.

MBA Department Program Specific Outcomes

PSO-1: Integrate business concepts and tools across functional areas that are relevant to achieve leadership and organizational objectives, by displaying competencies and knowledge in key business functional areas in the changing external business environment (political, social, legal, regulatory, environmental and technological).

PSO-2: Develop analytical, technical and computer skills that enable students to take decisions in an ethically responsible manner.

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1. **SHORT TITLE AND COMMENCEMENT**

- a. The regulations listed under this head are common for the Post Graduate degree programme (M.B.A.), offered by the college with effect from the academic year 2021-22 and they are called as “PVP21” regulations.
- b. The regulations hereunder are subjected to amendments as may be made by the Academic Council of the college from time to time, keeping in view of the recommendations of the Board of Studies. Any or all such amendments will be effective from such date and to such batches of candidates including those already undergoing the programme, as may be decided by the Academic Council.

2. **DEFINITIONS**

- a. “**Commission**” means University Grants Commission (UGC);
- b. “**Council**” means All India Council for Technical Education (AICTE);
- c. “**University**” means Jawaharlal Nehru Technological University Kakinada (JNTUK);
- d. “**College**” means Prasad V. Potluri Siddhartha Institute of Technology, Vijayawada
- e. An **Academic Programme** means any combination of courses and/or requirements leading to the award of a degree.
- f. “**Course**” means a subject either theory or practical identified by its course title and code number and which is normally studied in a semester.
- g. “**Degree**” means an academic degree conferred by the university upon those who complete the post-graduate curriculum.
- h. “**MOOC**” means Massive Open Online Course.
- i. “**Regular Students**” means students enrolled into the two-year programme in the first year.

3. **ACADEMIC PROGRAMMES**

3.1 **Nomenclature of Programme**

The nomenclature and its abbreviation given below, shall continue to be used for the Post Graduate Degree programme under the University, as required by the Council and the Commission:

Master of Business Administration (M.B.A.)

4. **DURATION OF THE PROGRAMME**

4.1 Normal Duration

4.1.1. The duration of an academic programme shall be two years consisting of four semesters.

4.2. **Maximum Duration**

4.2.1. The maximum period for which a student can take to complete a full time academic programme shall be double the normal duration of the programme, i.e., for regular students four years, for lateral entry students six years.

4.3 **Minimum Duration of a Semester**

Each semester consists of a minimum of 90 instruction days excluding examination days with about minimum 26 and maximum 35 contact hours per week.

5. **ADMISSION CRITERIA**

The eligibility criteria for admission into PG Management programme is as per the norms approved by Government of Andhra Pradesh from time to time.

The sanctioned seats in the college are classified into CATEGORY-A and CATEGORY-B for admission into the MBA Programme.

The percentages of Category–A and Category-B Seats are decided from time to time by the Government of Andhra Pradesh.

5.1 CATEGORY – A Seats

Category - A seats are filled as per the norms approved by the Government of Andhra Pradesh.

5.2 CATEGORY – B Seats

Category - B seats are filled by the College as per the norms approved by the Government of Andhra Pradesh.

6. **CREDIT SYSTEM AND GRADEPOINTS**

6.1 Credit Definition

'Credit' means quantified and recognized learning. Credit is measured in terms of contact hours per week in a semester. The Course Credits are broadly fixed based on the following norms;

- (a) Theory - One Lecture period per week is assigned 1 credit.
- (b) Lab - Four periods per week are assigned 2 credits.
- (c) Skill Development Labs/ Evaluation of SME Enterprises shall have 1 credit.
- (d) Industrial Project based on Summer Internship shall have 4 credits.
- (e) Comprehensive Viva Voce shall have 2 credits.
- (f) However, some courses are prescribed with fixed number of credits depending on the complexity of the subject and relative importance.

Each course is assigned a certain number of credits depending upon the number of contact hours (Lectures/Tutorials/Practical) per week.

The curriculum of the four semesters M.B.A. program is designed to have a total of 104 credits for the award of M.B.A. degree.

6.2 Semester Course Load

The average course load shall be fixed at 26 credits per semester with its minimum and maximum limits being set at 23 and 28 credits.

6.3. Grade Points and Letter Grade for a Course

The grade points and letter grade will be awarded to each course based on student's performance as per the grading system shown in the **Table1**.

Theory	Laboratory/Project	Grade Points	Letter Grade
90% - 100%	90% - 100%	10	O (Outstanding)
80% - 89%	80% - 89%	9	S (Excellent)
70% - 79%	70% - 79%	8	A (Very Good)
60% - 69%	60% - 69%	7	B (Good)
*50% - 59%	*50% - 59%	6	C (Fair)
< 50%	< 50%	0	F (Fail)

6.4 Semester Grade Points Average (SGPA)

The performance of each student at the end of each semester is indicated in terms of SGPA. The SGPA is calculated as below:

$$\text{SGPA} = \frac{\sum(\text{CR} \times \text{GP})}{\sum \text{CR}} \text{ (for all courses in the semester)}$$

Where CR= Credits of a course

GP = Grade points awarded for a course

6.5 Calculation of Cumulative Grade Point Average (CGPA)

The CGPA is calculated as below:

$$\text{CGPA} = \frac{\sum(\text{CR} \times \text{GP})}{\sum \text{CR}} \quad (\text{for the entire programme})$$

Where CR= Credits of a course

GP = Grade points awarded for a course

7. CURRICULUM FRAMEWORK

7.1 General Issues

7.1.1 Curriculum framework is important in setting the right direction for a M.B.A. programme as it takes into account the type and quantum of knowledge necessary to be acquired by a student in order to qualify for the award of degree in his/her chosen branch or specialization.

7.1.2 Besides, this also helps in assigning the credits for each course, sequencing the courses semester-wise and finally arriving at the total number of courses to be studied and the total number of credits to be earned by a student in fulfilling the requirements for conferment of degree.

7.1.3 Each theory course shall consist of five units.

7.2 Curriculum Structure

The curriculum is designed to facilitate CBCS and incorporates courses required to attain the expected knowledge, skills and attitude by the time of graduation as per the needs of the stakeholders. The curriculum structure consists of various course categories (as described in 7.2.1 to 7.2.6) to cover the depth and breadth required for the programme and for the attainment of programme outcomes of the M.B.A. programme.

7.2.1 Core Courses

Core Courses consist of the courses required for the PG M.B.A. Programme offered in this college. The courses offered under this category cover the required knowledge

essential for a Management Programme.

7.2.2 Elective Courses

Elective courses are offered to enhance the knowledge breadth and professional competency of the students in areas of Marketing, Finance, Human Resource management and Systems.

7.2.3 MOOCs Courses

Students have to choose one course from MOOCs: SWAYAM/NPTEL in order to acquire the required credits in the third semester. The Departmental Committee (DC) consisting of Head of the Department, Program Coordinator and Module Coordinator, has to approve the courses under MOOCs.

Students need to submit the course cleared document/ proof (pass certificate) of the opted MOOCs: SWAYAM/NPTEL course before the last instruction day of the second semester.

In case of failure of completion of the MOOCs course, he/ she may be allowed to register again for the same with any of the providers from the list provided by the department or the student may be allowed to register for courses as and when offered by the college as a supplementary candidate.

The Scheme of Evaluation for MOOCs courses shall be scaled to continuous internal evaluation as 30 marks and semester end examination as 70 marks.

7.2.4 Major Project & Viva Voce

A student has to undertake a project for a period of six weeks in a Corporate Enterprise during the summer vacation at the end of first year and the Project report has to be submitted by the end of III semester. The Project assessment shall be further carried out for 150 marks during III semester by Project Review Committee (PRC). The evaluation is done through internal assessment of 50 marks and external assessment of 100 marks. The student will be awarded marks on the basis of various aspects of the project and his/ her ability to integrate the theoretical knowledge with the practical skills acquired. The student must secure at least 50% marks in order to get the credits allotted.

7.3 Course Code and Course Numbering Scheme

Course Code consists of 9/11 characters which is specified by Regulation, Department, Semester number, Type of course, Course number & Elective code / Specialization. The details are described in Tables 2, 3 & Figure-1.

Table 2: Third- & Fourth-characters description

First two characters	Name of the department
BA	Department of Business Administration

Table 3: Sixth character description

Course Type Character	Description
T	Theory course
L	Laboratory /Practice course
V	Viva Voce
M	MOOCs: SWAYAM/NPTEL- Related to Management Courses
PW	Project Work

Annotation of the course: For example, the annotation of the course 21BA3T5HA is as given in figure.1below:

2	1	B	A	3	T	5	H/F	A/B
Year of Framing the Regulations	Department Code	Department Code	Semester number	Course type	Course number	(optional) Specialization / Elective code	Choice Code (CBCS)	

Figure 1: Course code description

7.4 MEDIUM OF INSTRUCTION

The medium of instruction and examination is in English.

7.5 REGISTRATION

A student shall register for courses in each semester at the beginning of every semester according to the choice provided and courses offered by the department.

8. EXAMINATIONS AND SCHEME OF EVALUATION

8.1 INTERNAL EXAMINATIONS

8.1.1 Theory Courses

Each course is evaluated for 30 marks (a+b).

- i). 30 marks for internal assessment of which 10 marks are for seminar / presentation and 20 marks are based on average of two midterm examinations.
- ii) 10 marks for presentation (5 marks are for report content and 5 marks are for presentation).
- iii) Each mid-term examination is conducted for 20 marks with two hours (120 mins) duration. Each mid-term examination consists of four questions, each for 5 marks. All the questions need to be answered. The midterm examination 1 & 2 will be conducted in 2 ½ units each.
- iv) The final marks are the sum of average of two mid-term examinations for 20 marks and 10 Marks for presentation.

Note: A student who is absent for any Midterm Examination, non-submission of Assignment/Presentation, for any reason whatsoever, shall be deemed to have scored zero marks in that Midterm Examination/Assignment/Presentation/ field survey.

8.1.2 Laboratory Courses

For Laboratory courses there shall be continuous evaluation during the semester for 25 marks. The distribution of internal marks is given below:

Table 4: Distribution of Marks

S. No.	Criteria	Marks
1	Review	10
2	Record	05
3	Internal Examination	10

8.1.3 MOOCs Courses

Students have to choose one course from MOOCs: SWAYAM/NPTEL in order to acquire the required credits in the third semester. The Departmental Committee (DC) consisting of

Head of the Department, Program Coordinator and Module Coordinator, has to approve the courses under MOOCs.

Students need to submit the course cleared document/ proof (pass certificate) of the opted MOOCs: SWAYAM/NPTEL course before the last instruction day of the second semester.

In case of failure of completion of the MOOCs course, he/ she may be allowed to register again for the same with any of the providers from the list provided by the department or the student may be allowed to register for courses as and when offered by the college as a supplementary candidate.

The Scheme of Evaluation for MOOCs courses shall be scaled to continuous internal evaluation as 30 marks and semester end examination as 70 marks.

8.1.4 Professional Skills Development

Evaluation of Professional Skills Development course is done during third semester. There shall be one internal examination which is evaluated for 50 marks. The student must secure at least 50% marks in order to get the credit allotted.

8.1.5 Analysis of Small and Medium Enterprises (SMEs)

Analysis of SME Units has to be undertaken in the fourth semester and is evaluated for 50 marks along with the 'Success stories of Emerging Leaders'. The student must secure at least 50% marks in order to get the credit allotted. The distribution of internal marks for Analysis of SME Enterprise is given below:

Table 5: Distribution of Marks for SME Enterprises

Sl. No.	Criteria	Marks
1	Review	20
2	Report & Evaluation	30

8.1.6 Industrial Project Report based on Summer Internship

Internal evaluation of the final industrial project is done for 50 marks based on three components i.e. two Internal Reviews, Project report and Viva & Presentation. The student

must secure at least 50% marks in order to get the credits allotted.

Table 6: Distribution of Marks

Sl. No.	Criteria	Marks
1	Reviews	20
2	Project Report	15
3	Viva and presentation	15

8.2 SEMESTER END EXAMINATIONS

8.2.1 Theory Courses: 70 marks

The Semester end examinations shall be conducted for three hours duration at the end of each semester. The question paper shall be given in the following pattern:

Table 7: Distribution of Marks

S. No.	Pattern	Marks
1.	Section-A: Five short note questions to be answered out of eight questions (At least one question in each unit)	5 x 2 = 10 marks
2.	Section-B: Five essay type questions to be answered with internal choice from each unit.	5 x 10 = 50 marks
3.	Section- C: One Case Study	10 marks
	Total	70 marks

8.2.2 Laboratory Courses: 50 marks

- 40 marks are allotted for programs, 10 marks are allotted for viva-voce examination.
- Semester end laboratory examination shall be evaluated by an external examiner along with internal examiner.

8.2.3 Industrial Project based on Summer Internship

A student has to undertake a project for a period of six weeks in a Corporate Enterprise during the summer vacation at the end of first year and the Project report has to be submitted by the end of III semester. The Project assessment shall be further carried out for 150 marks

during III semester by Project Review Committee (PRC). The evaluation is done through internal assessment of 50 marks and external assessment of 100 marks. The student will be awarded marks on the basis of various aspects of the project and his/ her ability to integrate the theoretical knowledge with the practical skills acquired. The student must secure at least 50% marks in order to get the credits allotted.

8.2.4 Comprehensive Viva-Voce

The Comprehensive viva-voce will be conducted along with second semester end examinations through external assessment, by an external examiner for 50 marks. The student will be awarded marks on the basis of subject knowledge in all courses of the first and second semester of the MBA programme.

The viva-voce shall be evaluated by a board consisting of the Head of the Department and external examiner selected by the principal. For selection of the external examiners, the Head of the Department shall submit a panel of five examiners, eminent in the respective fields, to the Principal.

EVALUATION OF INDUSTRIAL PROJECT WORK BASED ON SUMMER INTERNSHIP

Every candidate shall be required to submit the project based on the recommendations and approval of the Project Review Committee (PRC).

- a) A PRC shall be constituted with Head of the Department as chairperson, two senior faculty members of the department and the Project supervisor.
- b) The student in consultation with his project supervisor has to submit, the title, objectives and plan of the action of his/her project work to the Project Review Committee for its approval before the commencement of project work. After obtaining the approval of the Committee the student can initiate the project work.
- c) The student shall be required to submit final report in the form of draft copy to the Head of the Department for the approval of PRC and shall make an oral presentation before the PRC.
- d) Three copies of the project report certified by the supervisor shall be submitted to the institute.
- e) The project report shall be evaluated by a board consisting of the Supervisor, Head of the

Department and one External examiner selected by the Principal. For the selection of the external examiners, Head of the Department shall submit a panel consisting of five examiners, who are eminent in the respective field, to the Principal.

- f) The evaluation is done on the basis of the project report submitted and viva-voce examination. The Grade obtained for the marks awarded of the major project, will be reflected in the Semester Grade sheet and also will be considered for calculating Cumulative Grade Point Average (CGPA) and for the award of division for entire programme.

8.3 CONDITIONS FOR PASS AND AWARD OF CREDITS FOR A COURSE

8.3.1 Conditions for Pass and award of Grades & Credits

- a) A candidate shall be declared to have passed in an individual theory course if he secures a minimum of 50% aggregate marks (Internal & semester end examination marks put together), subject to a minimum of 40% marks in semester end examination.
- b) A candidate shall be declared to have passed in individual laboratory/project course if he/she secures a minimum of 50% aggregate marks (Internal & semester end examination marks put together), subject to a minimum of 50% marks in semester end examination.
- c) The student has to pass the failed course by appearing for the supplementary examination as per the requirement for the award of degree.
- d) On passing a course of a programme, the student shall earn assigned credits in that Course.

8.4 WITHHOLDING OF RESULTS

- If the candidate has not paid any dues to the institute or if any case of indiscipline is pending against him, the result of the candidate shall be withheld and he will not be allowed into the next higher semester. The recommendation for the issue of the degree shall be liable to be withheld in all such cases.

9. ELIGIBILITY REQUIREMENT FOR APPEARING AT SEMESTER END EXAMINATION AND CONDONATION

- 9.1 Students shall put in a minimum average attendance of 75% in the courses from category 7.2.1 to 7.2.4 put together, computed by totaling the number of periods

of lectures, practical courses and project work as the case may be, held in every course as the denominator and the total number of periods attended by the student in all the courses put together as the numerator, to be eligible to write semester end examinations.

- 9.2 Condonation of shortage in attendance may be recommended by respective Heads of Departments on genuine medical grounds, provided the student puts in at least 65% attendance as calculated above and provided the Principal is satisfied with the genuineness of the reasons and the conduct of the student.
- 9.3 Students having shortage of attendance percentage less than 75 and greater than or equal to 65, shall have to pay requisite fee towards condonation.
- 9.4 A student who gets less than 65% attendance in that semester shall not be permitted to take the end semester examination. His registration for those courses will be treated as cancelled. The student shall re register for that semester and repeat those courses of that semester as and when they are offered next.
- 9.5 Minimum of 50% aggregate marks must be secured by the candidates in internal examinations conducted for theory and laboratory courses in that semester to be eligible to write semester end examinations.
- 9.6 A student who does not satisfy the attendance and/or internal marks requirement shall have to repeat that semester.

10. SUPPLEMENTARY EXAMINATIONS

Supplementary examinations will be conducted along with regular semester end examinations.

11. RE-ADMISSION CRITERIA

A candidate, who is detained in a semester due to lack of attendance/marks, has to obtain written permission from the Principal for readmission into the same semester after duly fulfilling all the required norms stipulated by the institute in addition to paying an administrative fee of Rs. 1,000/-.

12. RE-REGISTRATION

A candidate, who is unable to secure 50% marks in any course due to lack of internal marks can re-register for that course(s) of that semester along with subsequent batches of admitted students for one attempt. However, he/ she should attend the class work and appear for the internal & external examinations of that course(s) of the semester. Attendance in the re-registered courses(s) has to be calculated separately to become eligible to write the end examination in the re-registered course(s). In the event of taking another chance, the internal marks and end examination marks obtained in the previous attempt are nullified. The re-registration courses for a student at a time should not exceed two courses during course work. An administrative fee of Rs. 2000/- per each semester has to be paid.

13. BREAK-IN STUDY

A student, who discontinues the studies for what so ever may be the reason, can get readmission into appropriate semester of M.B.A. programme after break-in study only with the prior permission of the Principal of the institute, provided such candidate shall follow the regulations applicable to the batch in which he/ she was first admitted. An administrative fee of Rs. 2000/- per each year of break-in study in addition to the prescribed tuition and special fee has to be paid by the candidate to condone his break in study.

14. TRANSITORY REGULATIONS

A candidate, who is detained or discontinued in the semester, on readmission will have to continue his studies in the same academic regulations under which he was first admitted.

15. ELIGIBILITY FOR AWARD OF M.B.A. DEGREE

The M.B.A. Degree shall be conferred on a candidate who has satisfied the following requirement. A Regular student (two-year programme) should register himself for 104 Credits and has to secure all 104 academic credits for successful completion of the programme.

Table 8: Criteria for Award of Divisions

CGPA	DIVISION
≥ 8.00	First class with distinction
$\geq 6.00 - <8.00$	First class
$\geq 5.00 - <6.00$	Second class
<5.00	Fail

16. CONDUCT AND DISCIPLINE

16.1 Students shall conduct themselves within and outside the premises of the institute in a manner befitting the students of the institute.

16.2 As per the order of Honorable Supreme Court of India and AICTE guidelines, ragging in any form is considered a criminal offence and is banned. Ragging within or outside any educational institution is prohibited. Ragging means doing an act, that causes or is likely to cause insult or annoyance or fear of apprehension or threat or intimidation or outrage of modesty or injury to a student. Any form of ragging will be severely dealt with as per AP Prohibition of Ragging Act-1997 section-4.

Table: 9 Punishments for Ragging

Nature of ragging	Punishment
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Teasing, embarrassing and humiliating	Imprisonment up to 6 months or fine up to Rs.1,000/- or both
Assaulting or using criminal force or criminal intimidation	Imprisonment up to 1 year or fine up to Rs.2,000/- or both
Wrongfully restraining or confining or causing hurt	Imprisonment up to 2 years or fine up to Rs.5,000/- or both
Causing grievous hurt kidnapping or raping or committing unnatural offence	Imprisonment up to 5 years and fine up to Rs.10,000/-
Causing death or abetting suicide	Imprisonment up to 10 years and fine up to Rs.50,000/-

16.3 A student convicted of an offence under and punished with imprisonment for a term of more than six months shall not be admitted in any other educational institution.

16.4 Whenever any student complains of ragging to the head or manager of an educational institution, such head or manager should inquire into the complaint and if the complaint is prima-facie found true, should suspend the student or students complained against.

16.5 If the head or manager of an educational institution fails or neglects to take action in the manner specified in the Act, the person shall be deemed to have abetted the offence and shall be punished with the punishment provided for the offence.

16.6 If a student commits suicide due to or in consequence of ragging, the person who commits such ragging shall be deemed to have abetted such suicide.

The following acts of omission and/or commission shall constitute gross violation of the code of conduct and are liable to invoke disciplinary measures:

- i. Lack of courtesy and decorum; indecent behavior anywhere within or outside the campus.
- ii. Possession, consumption or distribution of alcoholic drinks or any kind of narcotics or hallucinogenic drugs.

The following activities are not allowed within the campus:

- Mutilation or unauthorized possession of library books.
- Noisy and unseemly behavior, disturbing studies of fellow students.
- Hacking computer systems (such as entering into other person's areas without prior permission, manipulation and/or damage of computer hardware and software or any other cybercrime etc.)
- Use of cell phones in the campus.
- Plagiarism of any nature.
- Any other act of gross indiscipline as decided by the institute from time to time.
- Commensurate with the gravity of offense, the punishment may be reprimand, fine, expulsion from the institute / hostel, debarment from a examination, disallowing the use of certain facilities of the Institute, rustication for a specified period or even outright expulsion from the Institute, or even handing over the case to appropriate law

- enforcement authorities or the judiciary, as required by the circumstances.
- For an offence committed in (i) a hostel, (ii) a department or in a class room and (iii) elsewhere, the Chief Warden, the Head of the Department and the Principal respectively, shall have the authority to reprimand or impose fine.
- Cases of adoption of unfair means and/or any malpractice in an examination shall be reported to the Principal for taking appropriate action.
- Unauthorized collection of money in any form is strictly prohibited.
- Detained and break-in-study candidates are allowed into the campus for academic purposes only with permission from authorities.
- Misconduct committed by a student outside the institute campus but having the effect of damaging, undermining & tarnishing the image & reputation of the institution will make the student concerned liable for disciplinary action commensurate with the nature and gravity of such misconduct.
- The disciplinary action committee constituted by the Principal, shall be the authority to investigate the details of the offence, and recommend disciplinary action based on the nature and extent of the offence committed.
- Grievance Redressal Committee, constituted by the Principal, shall deal with all grievances pertaining to the academic / administrative and disciplinary matters.
- All the students must abide by the code and conduct rules of the institute.

17. MALPRACTICES

The Principal shall refer the cases of malpractices by students in internal assessment tests and end semester examinations, to a malpractice enquiry committee constituted for the purpose. The committee shall follow the approved scales of punishment.

The committee consists of:

1. Heads of Department (Three)
2. Controller of Examinations
3. Deputy Controller of Examinations

Table 10: Disciplinary action for malpractices/improper conduct in examinations

	Nature of Malpractices/Improper conduct	Punishment
1 (a)	If the candidate possesses or keeps accessible, any paper, note book, programmable calculators, cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in the examination hall but has not made use of (material shall include any marks on the student's body that can be used as an aid in the subject of the examination)	Expulsion from the examination hall and cancellation of the performance in that subject only.

(b)	If the candidate gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered against him.
2	If the candidate has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work. He shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The hall ticket of the candidate is to be cancelled.
3	If the candidate impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The candidate is also debarred and forfeits the seat. The performance of the original candidate, who has been impersonated, shall be cancelled in all the subjects of the examination (including practicals and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.
4	If the candidate smuggles in an answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after the examination.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all other examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
5	If the candidate uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner	Cancellation of the performance in that subject.

	requesting him to award pass marks.	
6	If the candidate refuses to obey the orders of the Chief Superintendent/Assistant Superintendent / any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer-in charge or any person on duty in or outside the examination hall of any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer-in-charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which results in damage to or destruction of property in the examination hall or any part of the Institute campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.	In case of students of the institute, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The candidates also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them.
7	If the candidate leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all other examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
8	If the candidate possesses any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred

		and forfeits the seat.
9	If student of the institute, who is not a candidate for the particular examination or any person not connected with the institute indulges in any malpractice or improper conduct mentioned in clause 6 to 8.	Student of the institute: Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work. He shall not be permitted for the remaining examinations of the subjects of that semester/ year. The candidate is also debarred and forfeits the seat. Person(s) who do not belong to the Institute: Will be handed over to police and a police case will be registered against them.
10	If the candidate comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work. He shall not be permitted for the remaining examinations of the subjects of that semester/year.
11	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject and all other subjects the candidate has appeared including practical examinations and project work of that semester/year examinations.
12	If any malpractice is detected which is not covered in the above clauses 1 to 11, shall be awarded suitable punishment.	

*Special squads may be formed to oversee the proper conduct of examinations.

18. GENERAL

1. Wherever the words “he”, “him”, “his”, occur in the regulations, they may include “she”, “her”, “hers”.
2. The academic regulations should be read as a whole for the purpose of any interpretation.
3. In case of any doubt or ambiguity in the interpretation of above rules, the decision of the principal is final.

19. INSTITUTE RULES AND REGULATIONS

1. Use of **Mobile phones** is strictly prohibited inside the Institute academic area.
2. Students should come to Institute in **proper dress**.
3. All students should wear **identity cards** in the Institute premises.

4. Students should be present in their respective classrooms **before the commencement of class sharply.**
5. Students should not leave the Institute premises without prior permission of their respective Heads of the departments during Institute working hours.
6. Students should maintain silence in the class rooms during working periods.
7. Sitting / wandering of the students at the stair cases, corridors, cycle stands or the areas within the Institute premises is strictly prohibited.
8. Usage of Vehicle horn inside the Institute premises is prohibited.

20. **AMENDMENTS TO REGULATIONS**

The Academic Council may, from time to time, revise, amend or change the regulations, schemes of examination and/or syllabus.

DEPARTMENT OF BUSINESS ADMINISTRATION***COURSE STRUCTURE (effective from the Academic Year 2021-22)*****MBA I Year I Semester**

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
21BA1T1	Management Thought and Practice	4	-	30	70	100	4
21BA1T2	Managerial Economics	4	-	30	70	100	4
21BA1T3	Accounting for Managers	4	-	30	70	100	4
21BA1T4	Business, Government & Society	4	-	30	70	100	4
21BA1T5	Quantitative Analysis for Business Decision	4	-	30	70	100	4
21BA1T6	Managerial Communication	3	-	30	70	100	3
21BA1T7	Digital Technologies for Management	3	-	30	70	100	3
21BA1L1	IT LAB	-	4	25	50	75	2
TOTAL		26	4	235	540	775	28

MBA I Year II Semester

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
21BA2T1	Financial Management	4	-	30	70	100	4
21BA2T2	Human Resource Management	4	-	30	70	100	4
21BA2T3	Marketing Management	4	-	30	70	100	4
21BA2T4	Manufacturing and Services Operations Management	4	-	30	70	100	4
21BA2T5	Business Research Methods	4	-	30	70	100	4
21BA2T6	Organizational Behaviour	4	-	30	70	100	4
21BA2L1	Statistical Data Analysis using R- Programming Lab	-	4	25	50	75	2
Total		24	4	205	470	675	26

* - Tutorial / Interactive session / Group Discussions / Presentations etc.

At the end of II semester, every student must undergo Project Internship for six weeks and must submit a report at the end of III semester.

The project work documentation shall be checked with anti-plagiarism software (as prescribed by the university-not exceeding 30% similarity).

MBA II Year I Semester

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
21BA3T1	Strategic Management	4	-	30	70	100	4
21BA3T2	Entrepreneurship Development and Business Models	4	-	30	70	100	4
21BA3T3M	Elective-I	3	-	30	70	100	3
21BA3T4M	Elective-II	3	-	30	70	100	3
21BA3T5F/ H/S	Elective-III	3	-	30	70	100	3
21BA3T6 F/H/S	Elective-IV	3	-	30	70	100	3
21BA3M1	MOOCs: SWAYAM/NPTEL-Related to Management Courses other than listed courses in the syllabus	-	4	-	-	-	2
21BA3L1	Professional Skills Development	-	4	50	--	50	1
21BA3PW	Industrial Project based on Summer Internship	-	-	50	100	150	4
Total		20	8	280	520	800	27

MBA II Year II Semester

Code	Subject	Periods per week		Marks			Credits
		Theory	Lab/ Practice	Internal	External	Total	
21BA4T1	Innovation Management	4	-	30	70	100	4
21BA4T2	Business Law	4	-	30	70	100	4
21BA4T3M	Elective-V	3	-	30	70	100	3
21BA4T4M	Elective-VI	3	-	30	70	100	3
21BA4T5 F/H/S	Elective-VII	3	-	30	70	100	3
21BA4T6 F/H/S	Elective-VIII	3	-	30	70	100	3
21BA4L1	Analysis of SME Enterprises and Success stories of emerging leaders	-	4	50	-	50	1
21BA4V1	Comprehensive Viva-voce	-	-		50	50	2
Total		20	4	230	470	700	23

*Tutorial

Dual Electives

Department offers Specialization in three functional areas i.e., Finance, Human Resource Management, Systems in the third and fourth semesters. However, Marketing is Mandatory for all students. The student has to choose two electives in each semester, which should belong to the same specialization area.

SEMESTER III

Marketing (Elective I)	
21BA3T3MA	Advertising and Brand Management
21BA3T3MB	Rural and Agricultural Marketing
Marketing (Elective II)	
21BA3T4MA	Service Marketing
21BA3T4MB	Consumer Behaviour

Finance (Elective III)	
21BA3T5FA	Security Analysis & Portfolio Management
21BA3T5FB	Corporate Finance
Finance (Elective IV)	
21BA3T6FA	Financial Markets and Services
21BA3T6FB	Banking and Insurance Management

Human Resource Management (Elective III)	
21BA3T5HA	H R Planning
21BA3T5HB	Training and Development
Human Resource Management (Elective IV)	
21BA3T6HA	Performance Management
21BA3T6HB	Leadership Management

Systems (Elective III)	
21BA3T5SA	Database Management Systems
21BA3T5SB	Knowledge Management
Systems (Elective IV)	
21BA3T6SA	E-Business
21BA3T6SB	Cyber Laws and Security

SEMESTER IV

Marketing (Elective V)	
21BA4T3MA	Global Marketing Management
21BA4T3MB	Sales and Distribution Management
Marketing (Elective VI)	
21BA4T4MA	Supply Chain Management
21BA4T4MB	Retail Management

Finance (Elective VII)	
21BA4T5FA	Global Financial Management
21BA4T5FB	Strategic Financial Management
Finance (Elective VIII)	
21BA4T6FA	Financial Derivatives
21BA4T6FB	Tax Management

Human Resource Management (Elective VII)	
21BA4T5HA	Global HRM
21BA4T5HB	Compensation and Reward Management
Human Resource Management (Elective VIII)	
21BA4T6HA	Management of Industrial Relations
21BA4T6HB	Organizational Development & Change Management

Systems (Elective VII)	
21BA4T5SA	Business Intelligence
21BA4T5SB	Enterprise Resource Planning
Systems (Elective VIII)	
21BA4T6SA	Information Systems Audit and Control
21BA4T6SB	Project Management

