

PRASAD V. POTLURI
SIDDHARTHA INSTITUTE OF TECHNOLOGY

(Autonomous)

Kanuru, Vijayawada – 520 007

(AICTE approved, NBA & NAAC accredited, and an ISO 9001:2008 certified Institution)

(Permanently Affiliated to Jawaharlal Nehru Technological University Kakinada)

Academic Regulations for MBA (PVP17) Two Year Course

(Effective for students admitted into first year MBA from the Academic Year 2017-18)

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1. INTRODUCTION

Academic Programmes of the institute are governed by rules and regulations as approved by the Academic Council, which is the highest Academic body of the Institute. These academic rules and regulations are effective from the academic year 2017-18 for students admitted into two year postgraduate programme offered by the institute leading to Post Graduate Degree in Master of Business Administration (M.B.A.).

2. DURATION OF THE PROGRAMME

The duration of the programme is two academic years with four semesters. A student is permitted to complete the MBA programme in a stipulated timeframe of FOUR years from the date of admission. Otherwise they shall forfeit their seat in MBA programme and their admission shall stand cancelled.

3. MINIMUM INSTRUCTION DAYS

Each academic year shall be divided into two semesters. Each semester normally consists of a minimum of 90 instruction days.

4. ELIGIBILITY CRITERIA FOR ADMISSION

The eligibility criteria for admission into the first year MBA programme shall be as per the guidelines of Andhra Pradesh State Council of Higher Education (APSCHE) & All India Council for Technical Education (AICTE) from time to time.

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.

6. MEDIUM OF INSTRUCTION

The medium of instruction and examination is in English.

7. PROGRAMME STRUCTURE

MBA programme shall have theory courses, and practical courses along with/without Term Paper/Mini project/Seminar in each of the FOUR semesters. At the end of the second semester, the students need to undergo a major project for a period of SIX weeks, which will be evaluated in the Fourth semester.

7.1 Course Code and Course Numbering Scheme

Course Code consists of 9/10 characters which is specified by Regulation, Department, Semester number, Type of course, Course number & Elective code / Specialization. The details are described in Tables 1, 2 & Figure-1.

Table 1: Third & Fourth characters description

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

Table 2: Sixth character description

| Course Type Character | Description |
|-----------------------|-----------------------------|
| T | Theory course |
| L | Laboratory /Practice course |
| V | Viva Voce |
| PW | Project Work |

For example, the annotation of the course **17BA3T5H** is as given in figure.1below:

| 1 | 7 | B | A | 3 | T | 5 | H/F |
|---------------------------------|---|-----------------|---|-----------------|-------------|---------------|---|
| Year of Framing the Regulations | | Department Code | | Semester number | Course type | Course number | (optional) Specialization / Elective code |

Figure 1: Course code description

7.2 Scheme of Instruction for 1st and 2nd Years

The course structure of MBA programme is given separately.

7.3 Contact Hours and Credits

The Course Credits are broadly fixed based on the following norms;

- Theory - One Lecture period per week is assigned 1 credit.
- Lab - Four periods per week are assigned 2 credits and Two periods per week are assigned 1 credit.
- Skill Development Labs/ Evaluation of SME Enterprises shall have 1 credit.
- Subject Viva Voce shall have 2 credits.
- Major project shall have 6 credits.
- However, some courses are prescribed with fixed number of credits depending on the complexity of the subject and relative importance.

7.4 Theory classes

Each course is prescribed with fixed number of lecture periods per week. During lecture periods, the course instructor shall deal with the concepts of the course.

7.5 Laboratory Courses

A minimum prescribed number of experiments / programmes have to be performed by the students, who shall complete these in all respects and get each experiment evaluated by teacher concerned and certified by the Head of the Department concerned at the end of the semester.

7.6 Programme Credits

MBA programme is designed to have a total of 90 credits and the student shall have to register for all the courses prescribed in the curriculum and secure all 90 credits for award of the degree.

8. SYLLABUS

As approved by the Board of Studies (BOS) concerned and the Academic Council.

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

- 9.1** A candidate shall be deemed to have eligibility to write his end semester examinations if he has put in at least 75% of attendance in that semester, which is computed by totaling the number of periods of lectures, practical courses and project work as the case may be, held in that semester with the total number of periods attended by the student in all the courses put together.
- 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 and 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. EXAMINATIONS AND SCHEME OF EVALUATION

10.1 INTERNAL EXAMINATIONS

10.1.1 Theory Courses

Each course is evaluated for **40** marks (a+b).

a). Two midterm examinations each for 30 marks will be conducted for ninety minutes duration each in every theory course. The mid examination marks shall be awarded by taking the average of the marks secured in the two midterm examinations. Each midterm exam will be consisting of three questions of 10 marks each. The first midterm examination will be conducted in units 1 & 2 and the second midterm examination in units 3, 4 & 5.

b). One home assignment and One presentation each for 5 marks is conducted for each subject of that semester.

Students shall be informed regarding the home assignment and are required to submit the completed assignment within the stipulated time.

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.

10.1.2 Laboratory Courses

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

Table3: Distribution of Marks

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

10.1.3 Soft/ Professional Skills Development

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

10.1.4 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:

Table4: Distribution of Marks for SME Enterprises

| Sl. No. | Criteria | Marks |
|---------|----------|-------|
| 1 | Review | 20 |
| 2 | Report | 30 |

10.1.5 Project Report

Internal evaluation of the final project is done for 50 marks based on two components i.e. the Project report, and Viva & Presentation. The student must secure at least 50% marks in order to get the credits allotted.

Table5: Distribution of Marks

| Sl. No. | Criteria | Marks |
|---------|-----------------------|-------|
| 1 | Project Report | 30 |
| 2 | Viva and presentation | 20 |

10.2 SEMESTER END EXAMINATIONS

10.2.1 Theory Courses: 60 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:

| S. No. | Pattern | Marks |
|--------|--|------------------|
| 1. | Section-A: Five short note questions (one question from each unit) | 5 x 2 = 10 marks |
| 2. | Section-B: Five short essay type questions to be answered with internal choice from each unit. | 5 x 8 = 40 marks |
| 3. | Section- C: One Case Study | 10 marks |
| | Total | 60 marks |

10.2.2 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.

10.2.3 Subject Viva-Voce

The subject viva-voce will be conducted along with second semester end examinations through internal assessment of 25 marks and 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 six examiners, eminent in the respective fields, to the Principal.

10.2.4 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 200 marks during IV semester by Project Review Committee (PRC). The evaluation is done through internal assessment of 50 marks and external assessment of 150 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.

EVALUATION OF PROJECT WORK

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 six 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.

In special cases, if any student does not submit his/her project report due to ill health or any other reason permitted by the head of the institution, he/she will be given another chance to attend the viva-voce examination conducted separately at a later date, provided the expenditure for conducting the viva-voce is completely borne by the candidate.

- g) If the report of the viva-voce examination is unsatisfactory, the student will appear for the viva-voce examination after three months. If he fails to get a satisfactory report at the second viva-voce examination, the candidate may be asked to submit a new project proposal to PRC and the procedure mentioned above will be followed.

10.4 Every student has to undertake a self-study course offered through MOOCs/ NPTEL/ IRDA/ NCFM/ NISM or any other reputed institutions and submit the certificate for eligibility to register for the Project Viva Voce by the end of the fourth semester. Each student requires the prior approval of the Open Course Learning Approval Committee constituted with the Head of the Department as chairperson and two senior faculty members of the department.

11. CONDITIONS FOR PASS AND AWARD OF CREDITS FOR A COURSE

11.1 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.

11.2 Method of Awarding Letter Grades and Grade Points for a Course

A letter grade and grade points will be awarded to a student in each course based on his/her performance as per the grading system given below:

Table 6: Grading System for MBA Programme

| Theory/Drawing | Laboratory/Project | Grade Points | Letter Grade |
|----------------|--------------------|--------------|--------------|
| 90% - 100% | 90% - 100% | 10 | S |
| 80% - 89% | 80% - 89% | 9 | A+ |
| 70% - 79% | 70% - 79% | 8 | A |
| 60% - 69% | 60% - 69% | 7 | B+ |
| *50% - 59% | *50% - 59% | 6 | B |
| < 50% | < 50% | 0 | F (Fail) |

* Pass mark

11.3 Calculation of Semester Grade Points Average (SGPA)

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

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

Where CR= Credits of a course

GP = Grade points awarded for a course

11.4 Calculation of Cumulative Grade Point Average (CGPA) and Award of Division for Entire Programme.

The CGPA is calculated as below:

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

Where CR= Credits of a course

GP = Grade points awarded for a course

11.5 Award of Divisions

Award of divisions is as per the following criteria:

Table 7: 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 |

12. SUPPLEMENTARY EXAMINATIONS

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

13. 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/- .

14. 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.

15. 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.

16. 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.

17. 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 90 Credits and has to secure all 90 academic credits for successful completion of the programme.

18. CONDUCT AND DISCIPLINE

- Students shall conduct themselves within and outside the premises of the institute in a manner befitting the students of the institute.
- 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: 8 Punishments for Ragging

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

- 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.
- 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.
- 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.
- 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.

19. 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 9: Disciplinary action for malpractices/improper conduct in examinations

| | Nature of Malpractices/Improper conduct | Punishment |
|---|---|--|
| 1 | <p>(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)</p> <p>(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.</p> | Expulsion from the examination hall and cancellation of the performance in that subject only. |
| | | 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 requesting him to award pass marks. | Cancellation of the performance in that subject. |
| 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.

20. 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.

21. OTHER MATTERS

- 21.1** The physically challenged students who have availed additional examination time and a scribe during their Intermediate/ Degree/ ICET (AP) examinations will be given similar concessions on production of relevant proof/documents.
- 21.2** Students who are suffering from contagious diseases are not allowed to appear for internal or end semester examinations.
- 21.3** The students who participated in coaching/tournaments held at State/ National/ International levels through University/ Indian Olympic Association during end semester external examination period will be promoted to subsequent semesters till the entire course is completed as per the guidelines of University Grants Commission Letter No. F.1-5/ 88(SPE/PES), dated 18-08-1994.
- 21.4** The Principal shall deal with any academic problem, which is not covered under these rules and regulations, in consultation with the Heads of the Departments in an appropriate manner and subsequently such actions shall be placed before the Academic Council for ratification. Any emergency modification of regulation, approved in the

meetings of the Heads of the Departments, shall be reported to the Institute Academic Council for ratification.

22. GENERAL

1. The Academic Council may, from time to time, revise, amend or change the regulations, schemes of examination and/or syllabi and the changes or amendments made shall be applicable to all the students with effect from the dates notified by the institute.
2. Wherever the words “he”, “him”, “his”, occur in the regulations, they may include “she”, “her”, “hers” also.
3. The academic regulations should be read as a whole for the purpose of any interpretation.
4. In case of any doubt or ambiguity in the interpretation of above rules, the decision of the principal is final.

23. 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/ decent dress. On formal occasions boys should wear blazers and girls should wear sarees.
3. All students should wear identity cards in the institute campus.
4. Students should be present in their respective classrooms by start time of class sharply.
5. Students should not leave the institute campus without prior permission of their respective Heads during institute 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. Vehicle horn inside the institute campus is prohibited.
9. The name of the institution shall not be used in any publication or in any manner without the permission of the Head/ Principal.
10. In respect of SC/ ST/ BC students - a candidate shall be deemed to have become eligible for social welfare scholarships if he/ she has to put in at least 75% of attendance every month.

DEPARTMENT OF BUSINESS ADMINISTRATION

COURSE STRUCTURE (effective from the Academic Year 2017-18)

MBA I Year I Semester

| Code | Subject | Periods per week | | Marks | | | Credits |
|---------|---|------------------|------------------|----------|----------|-------|---------|
| | | Theory | Lab/ Practice | Internal | External | Total | |
| 17BA1T1 | Principles of Management | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA1T2 | Managerial Economics | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA1T3 | Accounting for Managers | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA1T4 | Managerial Communication | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA1T5 | Business, Government & Society | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA1T6 | Quantitative Analysis for Business Decision | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA1T7 | Management Information System | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA1L1 | IT LAB | - | 4 | 25 | 50 | 75 | 2 |
| TOTAL | | 35 | 4 | 305 | 470 | 775 | 23 |

MBA I Year II Semester

| Code | Subject | Periods per week | | Marks | | | Credits |
|---------|--------------------------------------|------------------|------------------|----------|----------|-------|---------|
| | | Theory | Lab/ Practice | Internal | External | Total | |
| 17BA2T1 | Financial Management | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA2T2 | Human Resource Management | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA2T3 | Marketing Management | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA2T4 | Production and Operations Management | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA2T5 | Business Research Methods | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA2T6 | Organizational Behaviour | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA2L1 | Data Analysis Lab | - | 4 | 25 | 50 | 75 | 2 |
| 17BA2L2 | Soft Skills Development | - | 2 | 50 | - | 50 | 1 |
| 17BA2V1 | Subject Viva-voce | - | - | 25 | 50 | 75 | 2 |
| Total | | 30 | 6 | 340 | 460 | 800 | 23 |

* - 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.

MBA II Year I Semester

| Code | Subject | Periods per week | | Marks | | | Credits |
|------------------|--|------------------|------------------|----------|----------|-------|---------|
| | | Theory | Lab/ Practice | Internal | External | Total | |
| 17BA3T1 | Strategic Management | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA3T2 | Entrepreneurship Development and Business Models | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA3T3M | Elective-I | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA3T4M | Elective-II | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA3T5F/ H/S | Elective-III | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA3T6 F/H/S | Elective-IV | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA3L1 | Professional Skills Development | - | 2 | 50 | -- | 50 | 1 |
| Total | | 30 | 2 | 290 | 360 | 650 | 19 |

MBA II Year II Semester

| Code | Subject | Periods per week | | Marks | | | Credits |
|------------------|---|------------------|------------------|----------|----------|-------|---------|
| | | Theory | Lab/ Practice | Internal | External | Total | |
| 17BA4T1 | Innovation Management | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA4T2 | Business Law | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA4T3M | Elective-V | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA4T4M | Elective-VI | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA4T5 F/H/S | Elective-VII | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA4T6 F/H/S | Elective-VIII | 3+2* | - | 40 | 60 | 100 | 3 |
| 17BA4L1 | Analysis of SME Enterprises and Success stories of emerging leaders | - | 2 | 50 | - | 50 | 1 |
| 17BA4PW | Major Project & Viva Voce | - | - | 50 | 150 | 200 | 6 |
| Total | | 30 | 2 | 340 | 510 | 850 | 25 |

*Tutorial

Every student must complete at least one self-study course offered through MOOCs/ NPTEL/ IRDA/ NCFM/ NISM or any other reputed institutions to register for the Project Viva Voce.

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) | |
|--------------------------------|----------------------------------|
| 17BA3T3MA | Advertising and Brand Management |
| 17BA3T3MB | Rural and Agricultural Marketing |
| Marketing (Elective II) | |
| 17BA3T4MA | Service Marketing |
| 17BA3T4MB | Consumer Behaviour |

| Finance (Elective III) | |
|-------------------------------|--|
| 17BA3T5FA | Security Analysis & Portfolio Management |
| 17BA3T5FB | Corporate Finance |
| Finance (Elective IV) | |
| 17BA3T6FA | Financial Markets and Services |
| 17BA3T6FB | Banking and Insurance Management |

| Human Resource Management (Elective III) | |
|---|--------------------------|
| 17BA3T5HA | H R Planning |
| 17BA3T5HB | Training and Development |
| Human Resource Management (Elective IV) | |
| 17BA3T6HA | Performance Management |
| 17BA3T6HB | Leadership Management |

| Systems (Elective III) | |
|-------------------------------|-----------------------------|
| 17BA3T5SA | Database Management Systems |
| 17BA3T5SB | Knowledge Management |
| Systems (Elective IV) | |
| 17BA3T6SA | E-Business |
| 17BA3T6SB | Cyber Laws and Security |

SEMESTER IV

| | |
|--------------------------------|-----------------------------------|
| Marketing (Elective V) | |
| 17BA4T3MA | Global Marketing Management |
| 17BA4T3MB | Sales and Distribution Management |
| Marketing (Elective VI) | |
| 17BA4T4MA | Supply Chain Management |
| 17BA4T4MB | Retailing |

| | |
|--------------------------------|--------------------------------|
| Finance (Elective VII) | |
| 17BA4T5FA | Global Financial Management |
| 17BA4T5FB | Strategic Financial Management |
| Finance (Elective VIII) | |
| 17BA4T6FA | Financial Derivatives |
| 17BA4T6FB | Tax Management |

| | |
|--|--|
| Human Resource Management (Elective VII) | |
| 17BA4T5HA | Global HRM |
| 17BA4T5HB | Compensation and Reward Management |
| Human Resource Management (Elective VIII) | |
| 17BA4T6HA | Management of Industrial Relations |
| 17BA4T6HB | Organizational Development & Change Management |

| | |
|--------------------------------|---------------------------------------|
| Systems (Elective VII) | |
| 17BA4T5SA | Business Intelligence |
| 17BA4T5SB | Enterprise Resource Planning |
| Systems (Elective VIII) | |
| 17BA4T6SA | Information Systems Audit and Control |
| 17BA4T6SB | Project Management |