

## **MBA – SCHOOL OF MANAGEMENT STUDIES**

### **Vision of the Institute:**

- ❖ To provide the society with Centre of Learning in Technical Education and Research that motivates the students to evolve into dynamic professionals.

### **Mission of the Institute:**

- ❖ Providing Quality education, student centered teaching learning process and state of the art infrastructure for professional aspirants hailing from both rural and urban areas.
- ❖ Evolving this organization into a center of Academic and Research Excellence.
- ❖ Imparting Technical Education that encourages independent thinking, develops strong domain knowledge and positive attitude towards holistic growth of young minds

### **Vision:**

To be recognized as contemporary, progressive and leading School of Management Studies that fosters leadership and provides exposure to all aspiring students from various backdrops.

### **Mission:**

Developing sensible, responsible and insightful leaders among the students by fostering excellence in the classroom through activity-based learning that provides exposure and instills employability.

### **Program Educational Objectives:**

1. To provide students with a solid foundation in fundamentals of Management Science which become the platform on which problem-solving structures develop.
2. To prepare students for a logical and practical approach towards problem solving and function effectively as skilled managers who can respond to dynamic environment in a social and global context.
3. To imbibe in students, professional ethics and values and promote awareness among students towards issues of social responsibility of Business.
4. To inculcate in students the ability to gain multidisciplinary knowledge through live projects and operations workouts, so that they can remain competitive and functional in the market.
5. To develop self-learning ability in the students by inculcating the philosophy to continuously learn, update, experiment and avail opportunities so that they remain relevant and productive in whatever areas they pursue their careers.

6. To inculcate in students the qualities of leadership for taking the challenge of creating their own opportunities through entrepreneurship.

**Program Outcomes:**

By pursuing MBA program, the student should be able to

1. Logically apply the principles of Management in real-life situations so that they can come up with the best possible solutions.
2. Stand-up for himself/herself and take initiative so that they are prepared to grab the opportunities as and when they pose.
3. Develop a holistic idea of Management issues, including specific knowledge in the area of their specialization so that they become employable.
4. Critically examine the existing systems, listen to the team members and collaboratively develop multiple alternatives from which one can choose the best possible solution.
5. Integrate various concepts from diverse disciplines to identify and develop business strategies.

**SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY  
(AUTONOMOUS)**

**(Permanently Affiliated to JNTU-K, and Accredited by NBA &NAAC)**

**Seetharampuram, Narsapur-534 280**

---

**ACADEMIC REGULATIONS MBA (Regular) 2014-2015**

(Effective for the students admitted into first year from the academic year 2014-2015)

The MBA Degree of the Swarnandhra College Of Engineering & Technology, shall be conferred on candidates who are admitted to the program and fulfill all the requirements for the award of the Degree:

**1.0 ELIGIBILITY FOR ADMISSIONS:**

Admission to the above programme shall be made subject to the eligibility, qualifications and specialization prescribed by the University from time to time. Admissions shall be made on the basis of merit rank obtained by the qualifying candidate at ICET examination or at an Entrance Test conducted by the university subject to reservations prescribed by the university from time to time.

**2.0 AWARD OF MBA DEGREE:**

- 2.1. A Student shall be declared eligible for the award of MBA degree, if he pursues a course of study and completes it successfully for not less than two academic years and not more than four academic years.
- 2.2. A Student, who fails to fulfill all the academic requirements for the award of the degree within **FOUR** academic years from the year of their admission, shall forfeit his/her seat in MBA course.
- 2.3. The minimum instruction days in each semester are 90.

**3.0 ATTENDANCE:**

- 3.1 A candidate shall be deemed to have eligibility to write end semester examinations if he has put in a minimum of 75% of attendance in aggregate of all the subjects.
- 3.2 Condonation of shortage of attendance up to 10% i.e. 65% and above and below 75% may be given by the College Academic Committee.
- 3.3 Condonation of shortage attendance shall be granted only on genuine and valid reasons on representation by the candidate with supporting evidence. A prescribed fee shall be payable towards condonation of shortage of attendance.
- 3.4 Shortage of attendance below 65% shall in no case be condoned.

3.5 Students whose shortage of attendance is not condoned in any semester are not eligible to write their end semester examination of that class and the candidate shall not be promoted to the next semester unless he/she fulfills the attendance requirements of the previous semester.

#### **4.0 EVALUATION:**

4.1 The performance of the candidate in each semester shall be evaluated subject-wise, with a maximum of 100 marks for theory and 100 marks for practical on the basis of the Internal Evaluation and End Examination.

4.1.1 **EXTERNAL EVALUATION:** For the theory subjects 60 marks shall be awarded based on the performance in the End Examination Marks. External examination shall be conducted for a duration of 180 minutes with 3 Sections.

- Section-A (to examine the students Conceptual level Knowledge of the subject) Comprising of 8 Questions out of which 5 Questions are to be answered. Each Question Carries 3 Marks (5X3=15M).
- Section-B (to test their Comprehensive understanding of the subject) Comprises of 5 Essay type Questions taken 1 each from 5 units of the syllabus out of which 3 Questions are to be answered by the Students. Each Question Carries 10 Marks (3X10=30M).
- Section-C (to examine students' ability in understanding of the problem to conduct Situation Analysis and Decision-Making Skills) Comprises of 1 **Case Study** which is Compulsory and can be taken from any unit of the syllabus (1X15=15M)

4.1.2 **INTERNAL EVALUATION:** Remaining 40 marks shall be awarded based on the performance in the Internal Examination. Two Internal Examinations of 40 marks each will be conducted in the semester and Weighted Average Marks of these two are taken for awarding the Internal Marks. The weights are 80% for the mid in which the student secured highest marks and 20% for the mid in which the student secured lowest marks. Internal examination shall be conducted for a duration of 120 minutes with 3 Sections.

- Section-A (to examine the students Conceptual level Knowledge of the subject) Comprising of 5 Questions out of which 3 Questions are to be answered. Each Question Carries 4 Marks (3X4=12M).
- Section-B (to test their Comprehensive understanding of the subject) Comprises of 3 Essay type Questions out of which 2 Questions are to be answered by the Student. Each Question Carries 8 Marks (2X8=16M).
- Section-C (to examine students' ability in understanding of the problem to conduct Situation Analysis and Decision-Making Skills) Comprises of one **Case Study** which is Compulsory and can be taken from any unit of the syllabus (1X12=12M)

- 4.2 For practical subjects, 60 marks shall be awarded based on the performance in the End Semester Examinations, 40 marks shall be awarded as Internal Marks. Out of 40 marks 20marks shall be awarded for day-to-day work including record work and the remaining 20 marks to be awarded by conducting internal laboratory test.
- 4.3 A candidate shall be deemed to have secured the minimum academic requirements in a subject if he secures a minimum of 40% of marks in the End Examination and a minimum aggregate of 50% of the total marks in the End Semester Examination and Internal Evaluation taken together.
- 4.5 A Candidate shall be given one chance to re-register for each subject provided the internal marks secured by a candidate are less than 50% and he has failed in the end examination. In such case candidate must reregister for the subject(s) and secure required minimum attendance. Attendance in the re-registered subject(s) has to be calculated separately to become eligible to write the end examination in the re-registered subject(s). The attendance of re-registered subject(s) shall be calculated separately to decide his eligibility for writing the end examination in those subject(s). In the event of taking another chance, the internal marks and end examination marks obtained in the previous attempt are nullified. At a given time, a candidate is permitted to re-register for a maximum of two subject(s) in addition to the subjects of a regular semester.
- 4.6 A Candidate shall be allowed to submit the project report only after fulfilling the attendance requirement of all the semesters.
- 4.7 The viva-voce examination shall be conducted after completion of the fourth semester end Examinations.

4.8 Laboratory examination for MBA course must be conducted with two Examiners, one of them being Laboratory Class Teacher and second examiner shall be other than Class Teacher/from other college.

4.9 **MINI PROJECT (DURING II SEMESTER):**

Mini Project shall be submitted in Report form and shall give a seminar before the committee, which shall be evaluated for 100 marks (50marks for Report and 50 marks for seminar). The Committee consists of the Head of the Department, the Supervisor of mini project and one faculty member from the department. There shall be no internal marks for Mini project. The student has to secure minimum 50% marks to be declared successful (at the end of II Semester).

**5. EVALUATION OF PROJECT WORKS:**

5.0 **A PROJECT REVIEW COMMITTEE (PRC)** of the college is to be constituted with Principal as Chairperson, Head of the department, and two other senior faculty members of the department.

5.1 **REGISTRATION OF PROJECT WORK:** A Candidate is permitted to register for the project work after Satisfying the attendance requirement of all the courses (theory and practical courses) up to II semester.

5.3 Every candidate shall work on projects approved by the PRC.

5.4 A student has to undergo practical training for a period of 6 weeks in a Corporate Enterprise after the Second Semester/Summer vacations in training period, the candidates should work on a specific problem related to the elective subject. At the end of practical training, the student should submit a certificate obtained from the organization. The student should prepare a Project Report under the supervision of a guide from the faculty of management of the concerned college. However, the students who prepare Project Report in the area of systems can also work under the guidance of Faculty member from Computer Science Department.

5.5 Three copies of Project dissertation certified by the Project supervisor shall be submitted to the College.

5.6 The project report shall be adjudicated by one examiner selected from outside the College. For this, Head of the department shall submit a 3-member panel who are eminent in that field of study, to the college.

5.7 The viva-voce examination of the project shall be conducted by a Board consisting of the External examiner, Head of the Department and Supervisor. The Candidate should have to secure **Grade A/Grade B/Grade C** in Project viva-voce. Head of the

Department shall coordinate and make arrangements for the conduct of viva-voce examination.

- 5.8 If the candidate fails to secure **Grade A/Grade B/Grade C** in project viva-voce, the candidate will retake the viva-voce examination after three months. If he fails to get **Grade A/Grade B/Grade C** at the second viva-voce examination, he will not be eligible for the award of the degree, unless the candidate is asked to revise and resubmit. If the candidate fails to secure **Grade A/Grade B/Grade C** again, the project shall be summarily rejected.

**Grade A: Excellent,**

**Grade B: Good,**

**Grade C: Satisfactory,**

**Grade D: Unsatisfactory.**

## **6.0 AWARD OF DEGREE AND CLASS**

### **6.1 GRADING SYSTEM:**

#### **Award of Grade:**

- (i) Grade Point Average (GPA):

a) The Grade Point Average (GPA) will be calculated according to the formula.

$$\text{GPA} = \frac{\sum C_i G_i}{\sum C_i}$$

Where  $C_i$  = number of credits for the subject i

$G_i$  = grade points obtained by the student in the subject.

b) Semester Grade Point Average (SGPA) is awarded to candidates considering all the subjects of the semester. Zero grade points are also included in this computation.

c) To arrive at Cumulative Grade Point Average (CGPA), the formula is used considering the student's performance in all the courses taken in all the semesters completed up to the particular point of time.

$$\text{CGPA} = \frac{\sum C_i G_i}{\sum C_i}$$

Where  $C_i$  = number of credits for the subject i

$G_i$  = grade points obtained by the student in the subject.

(ii) After a student satisfies the requirements prescribed for the award of MBA Program he/she shall be placed in one of the following four grades. The award of the degree is based on CGPA on a grade point scale of 10.

<b>CGPA</b>	<b>Award of Division</b>
≥ 8.00*	First Class with Distinction
≥ 7.00	First Division
≥ 6.00	Second Division
≥ 5.00	Pass Division
< 5.00	Unsatisfactory

\* In addition to the required CGPA of 8.00, the student must have necessarily passed all the courses of every semester in the minimum stipulated period for the programme.

### **6.2 AWARD OF GRADE IN EACH SEMESTER:**

- (i) Based on the student performance during a given semester, a final letter grade will be awarded at the end of the semester for each subject. The letter grades and the corresponding grade points are as given in the Table.

<b>Percentage of Marks Scored</b>	<b>Letter Grade</b>	<b>Grade points</b>
<b>&gt;=90</b>	<b>S</b>	<b>10</b>
<b>80 - 89</b>	<b>A</b>	<b>9</b>
<b>70-79</b>	<b>B</b>	<b>8</b>
<b>60-69</b>	<b>C</b>	<b>7</b>
<b>50-59</b>	<b>D</b>	<b>6</b>
<b>&lt;50</b>	<b>E</b>	<b>Fail</b>

- (ii) A student earns a minimum of 6 grade points (D grade) in a subject is declared to have successfully completed the subject and is deemed to have earned the credits assigned to that subject. However, it should be noted that pass in any subject/ seminar/project/mini project shall be governed by the rules mentioned against them.
- (iii) **GRADE SHEET:** A grade sheet (memorandum) will be issued to each student indicating his performance in all courses taken in that semester and also indicating the grades and SGPA.

(iv) **TRANSCRIPTS:** After successful completion of the total program of study, a Transcript containing performance of all academic years will be issued as a final record. Duplicate transcripts will also be issued up to any point of study to any student on request and by paying the stipulated fee in force.

(v) Candidates shall be permitted to apply for recounting/revaluation within the stipulated period with payment of prescribed fee.

(vi) The Academic Council has to approve and recommend to the JNTUK, Kakinada for the award of a degree to any student.

#### **7.0 WITHHOLDING OF RESULTS:**

If the candidate has not paid any dues to the college or if any case of indiscipline is pending against him, the result of the candidate will be withheld. The issue of degree is liable to be withheld in such cases.

#### **8.0 TRANSITORY REGULATIONS**

Candidates who have discontinued or have been detained for want of attendance or who have failed after having undergone the course are eligible for admission to the same or equivalent subjects as and when subjects are offered, subject to 4.4.

#### **9.0 GENERAL**

9.1 The academic regulations should be read as a whole for purpose of any interpretation.

9.2 In case of any doubt of ambiguity in the interpretation of the above rules, the decision of the Principal is final.

9.3 The College may change or amend the academic regulations and syllabus at any time and the changes and amendments made shall be applicable to all the students with effect from the date notified by the College.

9.4 Wherever the word he, him or his occur, it will also include she, her and hers.

\*\*\*\*\*

### Course Structure MBA (Regular) R 14

(Effective for the students admitted into first year from the Academic Year 2014-2015)

#### Semester – I

S. No.	COURSE. CODE	COURSE TITLE	L	P	C	I	E	TM
1	PGMB1T01	Principles & Practice of Management	4	--	3	40	60	100
2	PGMB1T02	Managerial Economics	4	--	3	40	60	100
3	PGMB1T03	Accounting for Managers	4	--	3	40	60	100
4	PGMB1T04	Managerial Communication	4	--	3	40	60	100
5	PGMB1T05	Business Environment	4	--	3	40	60	100
6	PGMA1T03	Quantitative Techniques for Business Decisions	4	--	3	40	60	100
7	PGBS1L01	Communication Skills Lab	---	4	2	40	60	100
8	PGMC1L03	I T for Managers – Lab	---	4	2	40	60	100
<b>TOTAL</b>			<b>24</b>	<b>08</b>	<b>22</b>	<b>320</b>	<b>480</b>	<b>800</b>

#### Semester – II

S. No.	COURSE. CODE	COURSE TITLE	L	P	C	I	E	TM
1	PGMB2T01	Financial Management	4	--	3	40	60	100
2	PGMB2T02	Human Resource Management	4	--	3	40	60	100
3	PGMB2T03	Marketing Management	4	--	3	40	60	100
4	PGMB2T04	Production & Operations Management	4	--	3	40	60	100
5	PGMB2T05	Research Methodology for Managers	4	--	3	40	60	100
6	PGMB2T06	Business Ethics and Corporate Governance	4	--	3	40	60	100

7	PGMB2T07	Organizational Behavior & Change Management	4	--	3	40	60	100
8	PGMB2M01	Mini Project	---	4	2	50	--	50
9	PGMB2S01	Seminar on Mini Project	---	--	2	50	--	50
<b>TOTAL</b>			<b>28</b>	<b>4</b>	<b>25</b>	<b>380</b>	<b>420</b>	<b>800</b>

### Course Structure MBA (Regular)

(Effective for the students admitted into first year from the Academic Year 2014-2015)

#### Semester – III

S NO	COURSE. CODE	COURSE TITLE	L	P	C	I	E	TM
1	PGMB3T01	Business policy & Strategic Management	4	--	3	40	60	100
2	PGMB3T02	Business Legislation	4	--	3	40	60	100
3	PGMB3T03	Retail Management	4	--	3	40	60	100
4		Elective –I	4	--	3	40	60	100
5		Elective –II	4	--	3	40	60	100
6		Elective –I	4	--	3	40	60	100
7		Elective –II	4	--	3	40	60	100
8	PGMB3L01	Report on Industrial Visits	---	4	2	50	--	50
<b>TOTAL</b>			<b>28</b>	<b>4</b>	<b>23</b>	<b>330</b>	<b>420</b>	<b>750</b>

#### Semester – IV

S NO	COURSE. CODE	COURSE TITLE	L	P	C	I	E	TM
1	PGMB4T01	Logistics and Supply Chain Management	4	--	3	40	60	100
2	PGMB4T02	Entrepreneurship & Small Business Management	4	--	3	40	60	100

3		Elective –III	4	--	3	40	60	100
4		Elective –IV	4	--	3	40	60	100
5		Elective –III	4	--	3	40	60	100
6		Elective – IV	4	--	3	40	60	100
7	PGMB4L01	Report on Industry & Company Analysis	--	4	2	50	--	50
8	PGMB4P01	Major Project & Comprehensive Viva-Voce	---	8	10	<b>GRADES</b>		
<b>TOTAL</b>			<b>24</b>	<b>12</b>	<b>30</b>	<b>290</b>	<b>360</b>	<b>650</b>
<b>GRAND TOTAL</b>			<b>104</b>	<b>28</b>	<b>100</b>	<b>1320</b>	<b>1680</b>	<b>3000</b>

**L-LECTURE HOURS, P-PRACTICAL HOURS, C-CREDITS, I-INTERNAL MARKS, E-EXTERNAL MARKS, TM-TOTAL MARKS**

#### **DUAL SPECIALIZATION:**

The Specialization papers will be offered in the areas of Marketing, Finance, and Human Resource Management (HRM). The students should choose any **Two** of the listed Specialization **areas** in the beginning of the third & fourth semesters of MBA. Specialization will be offered subject to a minimum of 20 students.

The following is the list of specializations offered and subjects in each specialization for **third and fourth** semesters with subject codes:

#### **III SEMESTER**

##### **Marketing (Specialization -I)**

I. Consumer Behavior & Customer Relationship Management **Course Code: PGMB3TE1**

II. Advertising and Brand Management **Course Code: PGMB3TE2**

##### **Finance (Specialization -II)**

I. Security Analysis & Portfolio Management **Course Code: PGMB3TE3**

II. Financial Markets, Institutions & Services **Course Code: PGMB3TE4**

##### **HRM (Specialization -III)**

I. Management of Industrial Relations **Course Code: PGMB3TE5**

II. Compensation and Welfare Management **Course Code: PGMB3TE6**

#### **IV SEMESTER**

##### **Marketing (Specialization -I)**

III. Services Marketing

**Course Code: PGMB4TE1**

IV. Global Marketing

**Course Code: PGMB4TE2**

**Finance (Specialization -II)**

III. Financial Risk Management

**Course Code: PGMB4TE3**

IV. International Financial Management

**Course Code: PGMB4TE4**

**HRM (Specialization -III)**

III. Performance Management and Counselling

**Course Code: PGMB4TE5**

IV. Global Human Resource Management

**Course Code: PGMB4TE6**