ACADEMIC REGULATIONS, COURSE STRUCTURE AND DETAILED SYLLABUS

MASTER OF BUSINESS ADMINISTRATION

LAKIREDDY BALIREDDY COLLEGE OF ENGINEERING
(AUTONOMOUS)
(Approved by AICTE, Accredited by NBA,
Affiliated to JNTUK and ISO 9001: 2000 Certified)

L.B.Reddy Nagar :: Mylavaram-521 230 :: Krishna District
ANDHRA PRADESH STATE

Academic Regulations for MBA Autonomous Stream: 2010-2011 Batch

ACADEMIC REGULATIONS MBA (Regular-Autonomous)

1. Introduction:

Academic Program of the institute is 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 applicable to the students admitted during academic year 2010-11 into first year of two year postgraduate program offered by the college leading to Master of Business Administration (MBA) degree.

1.1 Lakireddy Balireddy College of Engineering, Mylavaram, an autonomous institution, follows Semester pattern for all two years of its postgraduate MBA program with internal and external evaluation.

1.2 Semester Pattern: Each academic year shall be divided into two semesters, each of 20 week duration, including instruction, evaluation, etc. Each semester consists of a minimum of 95 instruction days with at least 35 to 40 contact periods per week.

2. Program Offered by School of Management Studies:

Presently, the college is offering MBA Post Graduation program under School of Management Studies

3. Eligibility for Admissions:

Admission to the above programme shall be made subject to the eligibility and qualifications prescribed by the I-CET convener from time to time. Admissions shall be made on the basis of merit rank obtained by the qualifying candidate at an entrance test conducted by I-CET convener.

Award of MBA Degree:

> A student will be declared eligible for the award of MBA Degree if he/she fulfils the following academic regulations.

> i) Pursued the course of study for not less than two academic years and not more than four academic years.
>
> ii) Registered for 130 credits and the candidate must secure all the 130 credits.

> A Student, who fails to fulfill all the academic requirements for the award of the degree within four academic years from the year of admission, shall forfeit his/her seat in MBA course.

5. Duration of the Program:

Students, who fail to fulfill all the academic requirements for the award of the degree within minimum of four academic years, shall forfeit their seat in MBA course.

6. Semester- wise distribution of Credits:

Year	I-Sem. Credits	II – Sem. Credits	Total Credits
First Year	Theory 28 + Labs 4 credits	Theory 28 + Industry Analysis and Report Presentation 2+ Data tools Lab 2 Credits	64
Second Year	Theory 32 Credits+ Project Internship 2 Credits	Theory 24 + Course End Project and Personal Viva-Voce 8 credits	66
		Total :	130

i)   The Industry Analysis and Report Presentation will be done by the candidate at the end of second semester under the guidance of a faculty member.

ii)   Project Internship will be done by the candidate before III Semester in corporate companies.

iii)   At the end of fourth semester students will have to undergo project viva voce, and shall submit a detailed report on that work.

iv)   Every student shall face a viva-voce examination on the completed project report.

7. Distribution and Weightage of Marks:

➢ The entire course consists of 28 theory papers, 3 labs, 1 Industry Analysis and Report Presentation, 1 Project Internship and 1 course end project.

➢ Every theory subject has 4 Credits and Labs, Industry Analysis and Report Presentation, Project Internship has 2 Credits each and Course end project carries 8 credits.

➢ The total syllabus of each subject consists of 5 units.

➢ The internal exams will be conducted twice in a semester. The duration of the internal exam is 120 minutes.

➢ The descriptive type question paper should be for 25 marks. Out of 5 questions given, Students have to answer any four Questions including Case study.

➢ The syllabus for 1st internal will be 1 and 2 units where as the remaining three units are earmarked for 2nd internal exam.

➤ For Labs (Practical subjects) total maximum marks 50, of which 20 marks will be awarded on the basis of internal day to day evaluation assessment and 30 marks will be awarded based on the performance of the student at external practical exam.

➤ The purpose of including a Report Writing and Class room seminar in the curriculum is to give exposure to the students on current trends of business.

➤ Course End Project: Out of a total 200 marks for the course end project work, 100 marks will be for the report and another 100 marks for Viva-voce Exam.

➤ The laboratory records and internal test papers shall be preserved by the department.

Distribution of subjects, Labs & Projects:

1st Semester	-	7 Theories and 2 Labs
2nd Semester	-	7 Theories and 1 Industry Analysis and Report Presentation and Lab.
3rd Semester	-	8 Theory (4 common + 4 Specialization) and Summer Project Internship
4th Semester	-	6 Theory (2 common + 4 Specialization) and 1 Course End Project and Personal Viva-Voce Exam.

➤ For every theory subject the distribution of marks for internal exams evaluation would be 40 marks and external exams evaluation would be 60 marks.

> The internal marks 40 will be subdivided into 3 parts.

      1. Internal (Descriptive Exam) - 25*

      2. Report Writing - 5**

      3. Class Room Seminar - 5**

      4. Weightage for Attendance - 5***

*   For theory subjects, during the semester there shall be 2 tests, for duration of 120 min.

First descriptive test to be conducted in 1 & 2 units and the second test to be conducted in rest of 3 units in each subject. However, the weightage (75% from best + 25% from least) of the 2 tests shall be considered for awarding 25 marks.

**   The Student is required to submit a Report and give Seminar in each subject.

**   The marks awarded for Report writing and Seminar will be added to internal descriptive exams marks.

***   Weightage Marks subject to a maximum of 5 will be awarded to students for their attendance. The weightage is based on the varying attendance as illustrated in table 8.1.

8. Attendance Regulations & Condonation:

i)   A student shall be eligible to appear for University examinations, if acquired a minimum of 75% of attendance in aggregate of all the subjects.

ii)   Condonation of shortage of attendance in aggregate up to 10% (65% and above and below 75%) in each semester or I year may be granted by the College Academic Committee.

iii)   A Student will not be promoted to the next semester unless he satisfies the attendance requirement of the present semester / I year applicable. They may seek

re-admission for that semester / I year when offered next.

iv) Due weightage in each of the subjects shall be given to the attendance. Marks not exceeding 5 shall be given to all such candidates who satisfies the following criteria

% of attendance	Marks
>= 90	5
>=85 to <90	4
>=80 to < 85	3
>75 to < 80	2
=75	1

Table No. 8.1

v) Shortage of Attendance below 65% in aggregate shall in no case be condoned.

vi) Students whose shortage of attendance is not condoned in any semester / I year are not eligible to take their end examination of that class and their registration shall stand cancelled.

vii) A stipulated fee shall be payable towards condonation of shortage of attendance.

9. Minimum Academic Requirements:

The following requirements have to be satisfied in addition to the attendance

requirements mentioned in item no .5.

i) A student shall satisfy the minimum academic requirements and earn the credits allotted to each theory subject and practical component, if he/she secures not less than 40% of marks in the external examination and a minimum of 50% of marks at the end of the semester in each of the subject in which candidate had appeared.

ii)   Students who fail to earn 130 credits as indicated in the course structure including compulsory subjects as indicated in tables within two academic years from the year of their admission shall forfeit their seat in the course and their admission shall stands cancelled.

10. Course pattern:

i)   The entire course of study is of two academic years. Each academic year shall have two semesters.

ii)   A student eligible to appear for the end examinations in a subject, but absent for it or has failed in the examination may appear for the subject only with their successor batch of students i.e., juniors.

iii)   All admitted students have to study any two Specializations out of offered areas during their course of 2nd year of study at the institute. The following shall be the programme of study of electives.

2nd year	No. of Electives
Sem – I	2 (Spl I) + 2 (Spl II) = 4
Sem – II	2 (Spl I) + 2 (Spl II) = 4
Total	8

Table No. 10.1

11. Evaluation of Project Work:

a.   A Project Review Committee (PRC) shall be constituted with Principal/Director as chairperson, head of the department and two other senior faculty members of the department.

b.   Registration of Course end 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 III semester.

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

d.   A student has to undergo practical training for a period of 6 weeks in a Corporate Enterprise between II and III Semester. In training period the candidates should work on a specific problem relating their subjects' knowledge. 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 faculty guide. 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.

e.   Four copies of Project dissertation certified by the Project supervisor shall be submitted to the Department.

f.   The viva-voce examination of the project report shall be conducted by PRC, the Head of the Department and Supervisor. The Candidate should have to secure minimum 50% marks in Project report and viva-voce. Head of the Department shall coordinate and make arrangements for the conduct of viva-voce examination.

g.   If the candidate fails to secure minimum 50% of marks in project report and viva-voce, the candidate will retake the viva-voce examination after three months. If he fails to get minimum marks 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 minimum marks again, the project shall be summarily rejected.

12. Award of Grade:

After a student has satisfied the requirement prescribed for the completion of the program and is eligible for the award of MBA. Degree he shall be placed in one of the following four grades. The award of the degree is on a grade point of scale 4 which is being currently adopted by all foreign universities. The grade points are awarded as follows:

Points	Title
>=3	Distinction
=>2.4 and <3	First Class
=>2 and <2.4	Pass
< 2	Fail

Table No. 12.1

Based on the performance of every candidate, the following shall be the criteria for the award of letter grades at the end of each semester for each subject/lab/project/report/viva voce.

Marks Scored	Grades	Grade Points
>=90	S	4.00
>=85 to <90	A+	3.67
>=80 and <85	A	3.33
>=75 and <80	B+	3.00
>=70 and <75	B	2.67
>=65 and <70	C+	2.33
>=60 and <65	C	2.00
>=55 and <60	D	1.67
>=50 and <55	E	1.33
<50	F	0

Table No. 12.2

From the aggregate marks secured for the 130 Credits.

Calculation of Grade Points Average (GPA)* for semester

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

$$GPA = \frac{\sum(CR \times GP)}{\sum CR}$$

Where **CR**= Credits of a course

GP = Grade points awarded for a course

* **GPA** is calculated for the candidates who passed all the courses in that year/semester.

Calculation of Cumulative Grade Point Average (CGPA) for Entire Program.

The CGPA is calculated as below:

$$CGPA = \frac{\sum(CR \times GP)}{\sum CR}$$

Where **CR**= Credits of a course

GP = Grade points awarded for a course

13. Minimum Instruction Days:

The minimum instruction for each semester shall be 95 working days excluding examination days.

14. General:

a. Where the words "he" "him" "his", occur in the regulations, they include "she", "her", "hers".

b. The academic regulation should be read as a whole for the purpose of any interpretation.

c. In the case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Director is final.

d. The Institute may change or amend the academic regulations or syllabi at any time and the changes or amendments made shall

be applicable to all the students with effect from the dates notified by the Institute.

15. Transitory Regulations:

A candidate, who is detained or discontinued in the year/semester, on readmission shall be required to do all the courses in the curriculum prescribed for such batch of students in which the student joins subsequently. However, exemption will be given to those candidates who have already passed in such courses, which he/she had passed in the earlier semester(s) he/she was originally admitted into.

15.1 A student who is following the JNTU, Kakinada curriculum, detained due to lack of academics/attendance at the end of the first semester of second year, shall join the autonomous batch of Second Year first semester. Such students will study all the courses prescribed for that batch, in which the student joins. However, the student has to clear all his backlog subjects by appearing the supplementary examinations, conducted by JNTU, Kakinada and courses prescribed in Autonomous stream for the award of Degree.

15.2 A student who is following the JNTU, Kakinada curriculum, detained due to lack of academics/attendance at the end of the second semester of second year and also at the subsequent semesters, shall join with the autonomous batch at the appropriate semester. Such candidates shall be required to pass in all the courses in the program prescribed by concerned BOS for such batch of students, to be eligible for the award of degree. However, exemption will be given in all those courses of the semester(s) of the batch, which the candidate joins now, which he/she had passed earlier. The student has to clear all his backlog subjects by appearing the supplementary examinations, conducted by JNTU, Kakinada and Autonomous stream for the award of Degree. Marks secured by the students in JNTUK pattern will be converted into appropriate grade points as per

the autonomous grading system and the class will be awarded based on the academic performance of the student in the entire two years as per the guidelines of autonomous pattern.

15.3 specific student cases shall be handled as per the directions of BOS.

16. Course code and Course Numbering Scheme:

Course Numbers are denoted by five digit unique alpha numeric characters. First two digits are described in Table 16.1.

First Two Digits	Semesters
MB	For all the semesters

Table 16.1: First and second digits description

Third digit represents semester of offering as mentioned in Table No. 16.2. Fourth digit represents the syllabus revision number of the course.

THIRD DIGIT	DESCRIPTION
1	First Semester
2	Second Semester
3	Third Semester
4	Fourth Semester

Table 16.2: Third digit description

**Fourth digit** represents course type, as per Table No. 16.3

FOURTH DIGIT	Description
Theory*	0
Lab/projects	5
Finance	F
HRM	H
Marketing	M
Entrepreneurship	E
Banking and Insurance	B
Systems	S

Table 16.3: Course type description

*fifth digit incase of electives

Fifth digit represents course number as described in Figure 1 below. However, few courses are given distinct codes.

For example, **MB105**, the course is offered in the semester I (**1**), the course is of theory type (**0**) and the course number in that semester (**5**).
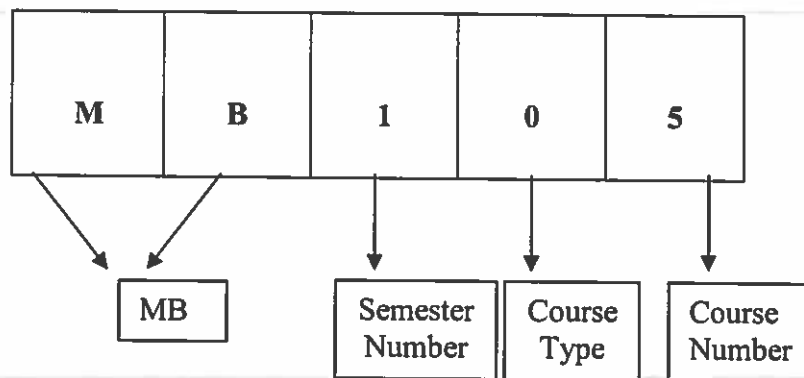
Figure 1: Course code description for courses

For example, **MB 151**, the course is offered in MBA (**MB**); offered in the semester I (**1**), the course is of lab type (**5**) and the course number is (**1**), as given in figure.2 below.
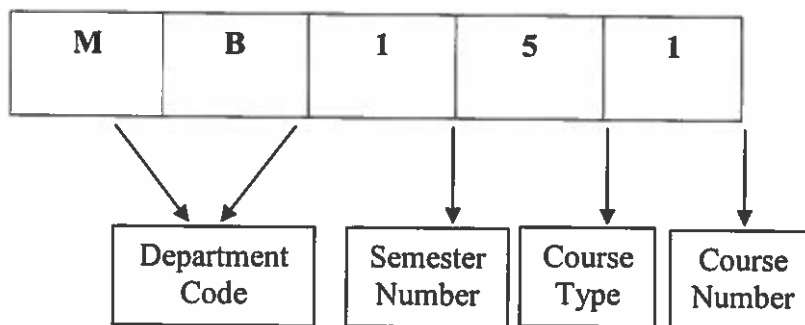
Figure 2: Course code description for courses

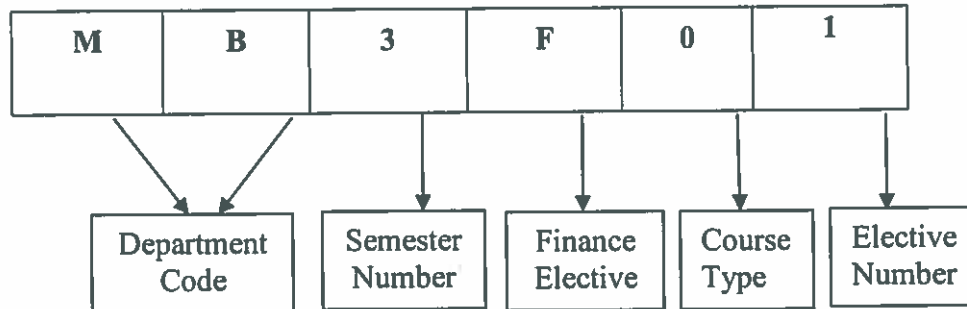For example, **MB 3F01**, the course is offered in MBA (**MB**); offered in the semester III (**3**), the course is of finance elective (**F**), the course is of theory type (**0**) and the elective number is (**1**), as given in the figure.3 below

M	B	3	F	0	1

Department Code	Semester Number	Finance Elective	Course Type	Elective Number

Figure 3: Course code description for courses

17. Medium of Instruction

The medium of instruction and examination is English.

18. Amendments to Regulations

The Academic council from time to time may revise, amend, or change the regulations, schemes of examinations, and/or syllabi.

19. Grade Card

The grade card issued shall contain the following:

a) The credits for each course offered for that semester

b) The letter grade obtained in each course

c) The SGPA/CGPA

d) Total number of credits earned by the student up to the end of that semester

Conduct And Discipline

a) Students shall conduct themselves within and outside the premises of the Institute in a manner befitting the students of our Institution.

b) As per the order of Honorable Supreme Court of India, ragging in any form is considered as a criminal offence and is banned. Any form of ragging will be severely dealt with.

c) The following acts of omission and/or commission shall constitute gross violation of the code of conduct and are liable to invoke disciplinary measures with regard to ragging.

  i. Lack of courtesy and decorum; indecent behavior anywhere within or outside the campus.

  ii. Willful damage or distribution of alcoholic drinks or any kind of narcotics or of fellow students/citizens.

d) Possession, consumption or distribution of alcoholic drinks or any kind of narcotics or hallucinogenic drugs.

e) Mutilation or unauthorized possession of library books.

f) Noisy and unseemly behaviour, disturbing studies of fellow students.

g) Hacking in 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 cyber crime etc.

h) Usage of camera cell phones in the campus.

i) Plagiarism of any nature.

j) Any other act of gross indiscipline as decided by the academic council from time to time.

k) Commensurate with the gravity of offense, the punishment may be reprimand, fine, expulsion from the institute / hostel, debarment from the 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.

l) 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.

m) Cases of adoption of unfair means and/or any malpractice in an examination shall be reported to the director for taking appropriate action.

n) All cases of serious offence, possibly requiring punishment other than reprimand, shall be reported to the Academic council.

o) The Institute Level Standing Disciplinary Action Committee constituted by the academic council, 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.

p) The Director shall deal with any academic problem, which is not covered under these rules and regulations, in consultation with the Programs Committee in an appropriate manner, and subsequently such actions shall be placed before the academic council for ratification. Any emergency modification of regulation, approved by the academic council earlier, shall be reported to the academic council for ratification.

q) **"Grievance and Redressal Committee" (General)** constituted by the Director shall deal with all grievances pertaining to the academic / administrative /disciplinary matters.

r) All the students must abide by the code and conduct rules of the college.

21. Award Of Rank

The rank shall be awarded based on the following:

i. Only such candidates who pass the Final semester examination at the end of the second academic year after admission as regular final semester students along with the others in their batch and become eligible for the award of the Degree shall be eligible for the award of rank. Candidates, who loose one or more years of study for any reason whatsoever are not eligible for the award of rank.

ii. Ranks shall be awarded for the top five students appearing for the Regular external Examinations.

iii. Award of prizes, scholarships, or any other Honours shall be based on the rank secured by a candidate, consistent with the desire of the Donor, wherever applicable.

22. Malpractices

a) The Director shall refer the cases of malpractices in internal assessment tests and Semester-End Examinations, to a Malpractice Enquiry Committee, constituted by him/her for the purpose. Such committee shall follow the approved scales of punishment. The Director shall take necessary action, against the erring students basing on the recommendations of the committee.

b) Any action on the part of candidate at an examination trying to get undue advantage in the performance at examinations or trying to help another, or derive the same through unfair means is punishable according to the provisions contained hereunder. The involvement of the Staff, who are in charge of conducting examinations, valuing examination papers and preparing/keeping records of documents relating to the examinations in such acts (inclusive of providing incorrect or misleading information) that infringe upon the course of natural justice to one and all concerned at the examination shall be viewed seriously and recommended for award of appropriate punishment after thorough enquiry.