

**VELAGAPUDI RAMAKRISHNA
SIDDHARTHA ENGINEERING COLLEGE**
DEEMED TO BE UNIVERSITY

(Under Section 3 of UGC Act, 1956)

Kanuru, Vijayawada - 520 007, AP. www.vrsiddhartha.ac.in

(Sponsored by Siddhartha Academy of General & Technical Education)



ACADEMIC REGULATIONS

MBA DEGREE PROGRAM – SCHOOL OF MANAGEMENT

SU-MBA-R24

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SCHOOL OF MANAGEMENT (SOM)

PREAMBLE

Velagapudi Ramakrishna Siddhartha Engineering College, a deemed to be University (SAHE), emphasizes the transformative power of education and the pivotal role of higher learning in fostering an enlightened, equitable, and prosperous society. Established with a commitment to academic excellence, innovative research, and holistic development, SAHE provides a supportive and inclusive environment where diverse ideas thrive, empowering every member to achieve their fullest potential. Guided by principles of integrity, respect, and social responsibility, SAHE aims to contribute meaningfully to the global community for the common good. The University, with its experienced faculty, offers a top-notch education integrating theory and practical skills, preparing students for success in a rapidly evolving world through engaging lectures, hands-on learning, and advanced research opportunities. This document outlines the academic culture, procedures, and regulations of the courses taught at SAHE, specifically for **School of Management (SOM)** and for the program of **Master of Business Administration (MBA)**, effective from the academic year 2024-25.

1. ABOUT SAHE

1.1. Introduction

Siddhartha Academy of Higher Education (SAHE), formerly known as Velagapudi Ramakrishna Siddhartha Engineering College (VRSEC), is the first Private Engineering College in the combined state of Andhra Pradesh, established in 1977. Sponsored by the Siddhartha Academy of General and Technical Education, formed in 1975 by 250 philanthropists, the University aims to promote educational excellence with a holistic approach. Catering to the educational needs of the region, 15 academic institutions have been established, offering education from kindergarten to postgraduate levels. SAHE provides a comprehensive experience to its students, promoting research, skill development, real-life problem-solving, and entrepreneurship.

1.2. Vision

“To be a center of excellence in education, innovation, and research with a global presence in arts, science, technology, medicine, management, legal studies, and social studies, enriching the frontier areas of national and international importance.

1.3. Mission

- To create a transformative educational experience for students focused on problem-solving skills, communication abilities, interpersonal relations, and leadership.
- To cultivate a vibrant university community that attracts and retains diverse, world-class talent, creating a collaborative environment open to the free exchange of ideas where research, creativity, innovation, and entrepreneurship can flourish, and ensuring individuals achieve their full potential.
- To impact society pragmatically - regionally, nationally, and globally - by engaging with industry, outstanding national and international universities, and research organizations.
- To be a global university that nurtures excellence in education and innovation, fostering a knowledgeable society.

1.4. Quality Policy

The University strives to impart knowledge, skills, and attitudes through continuous improvement to meet the ever-changing needs of industry and promote the sustainable development of society.

2. PURPOSE AND SCOPE OF THE REGULATIONS

SAHE's Academic regulations provide a framework for the functioning of all Engineering, Management and Science programs. These regulations include procedures and practices to ensure academic standards, are approved by the **Academic Council** (AC), and are subject to amendments to meet evolving conditions. These regulations come into effect from the academic year **2024-25** and apply to *Masters in Business Administration (MBA)* students.

2.1. Academic Regulations

The Academic Regulations provide a framework for academic progress and rules for obtaining a postgraduate degree in Management from SAHE. The academic administration such as the Registrar, Dean, Controller of Examinations, HoD's of the School/Departments are responsible for the implementation of the regulations. All registered students must agree and abide by these regulations as a '*condition of enrolment*'.

2.2. Revision of Regulations

Regulations are published at the start of the academic year and remain in force until a subsequent version is published. Revisions are communicated through circulars and the University website. The Dean of Academics maintains the revised version and the archives of all previous versions of regulations.

3. RIGHTS AND RESPONSIBILITIES

This section outlines the rights and responsibilities of **SOM-Management Students** at SAHE, ensuring their benefits from the University's practices. Students are expected to be aware of all rules and procedures.

3.1. Student Rights

- a) Right to pursue education in a secure environment, free from harassment and discrimination.
- b) Access to high-quality academic and infrastructure resources.
- c) Access to activities beyond the classroom that support holistic development.
- d) Right to freedom of expression and association with other sections of the university.
- e) Access to physical and mental wellness services.
- f) Right to participate in student bodies/clubs based on current policies.
- g) Expect timely and polite responses from academic and administrative departments.
- h) Right to give feedback on academic system and facilities through proper mechanism.

3.2. Student Responsibilities

- a) Respect and adhere to the University's values, rules, and regulations.
- b) Stay informed about academic regulations and updates.
- c) Contribute to an atmosphere of learning and free expression.
- d) Familiarize with course outlines, content, evaluation methods, timelines, and procedures.
- e) Inform University authorities of any changes in personal status and contact information.
- f) Adhere to health and safety procedures for all activities.
- g) Select appropriate academic paths by due deadlines.
- h) Obey government rules and regulations.

3.3. Conduct and Discipline

- a) Students must conduct themselves in a manner befitting SAHE students.
- b) Ragging in any form is banned and will be severely dealt with.
- c) Gross violations of conduct, including lack of courtesy, damage to property, mutilation of library books, noisy behavior, hacking, plagiarism, and indecent behavior, will invoke disciplinary measures.
- d) Prohibited activities include possession or distribution of alcohol, narcotics, or drugs.
- e) Punishments range from reprimands to expulsion, depending on the offense's gravity.
- f) Authorities such as Chief Warden, and Principal/Dean have the power to reprimand or fine students for offenses.
- g) Cases of unfair means or malpractice in exams are reported to the Controller of Examination.
- h) Unauthorized collection of money is prohibited.
- i) Detained and Break-in-Study candidates are allowed into the campus for academic purposes only with permission from Authorities.
- j) Misconduct outside the campus affecting the University's reputation will result in disciplinary action.
- k) The Disciplinary Action Committee investigates offenses and recommends actions.

- l) The Grievance Appeal Committee handles grievances regarding academic, administrative, and disciplinary matters.
- m) All students must follow the University's conduct and discipline rules.

4. ADMISSION

The admission policy and procedure are revised based on notifications from statutory bodies and government regulations. The number of seats in **MBA** program is decided based on the approval by regulatory bodies such as AICTE/UGC and government regulations.

4.1. Eligibility

- Should have studied and passed 3 or 4-year Degree course in any discipline conducted by the Universities or its equivalent Degree Examination in 10 + 2 + 3/4 patterns as recognized by regulatory bodies.
- A minimum of 50% mark is required in any Under Graduate or Integrated degree from a recognized University or Institution.
- Candidate who passed all the subjects of three / four years of any Degree course in one sitting is *not eligible* for admission into MBA program.

4.2. Admission Procedure

- Admission to MBA programme will be through 'Siddhartha Post Graduation Common Admission Test' (SPCAT) conducted by SAHE, deemed to be University on all India basis and candidates qualified in GMAT/CAT/XAT/MAT/NMAT/CMAT/ATMA/ZAT/AP-ICET/TS-ICET or any National Level Competitive Tests.
- International students are eligible for admissions through SPCAT/GMAT or through any other approved entrance exam.

Selection process is carried on the basis of academic performance in UG, best scores of GMAT/CAT/XAT/MAT/NMAT/CMAT/ATMA/ZAT/AP-ICET/TS-ICET or any National Level Competitive Tests, Personal Interview and Work experience will be an additional advantage.

4.3 Scholarships

SAHE offers scholarships based on marks/ranks obtained in entrance exams and other common entrance tests. Scholarships also recognize achievements in academics, sports, culture, and diversity criteria decided by the University.

4.3.1. Scholarship Regulations

- i. Scholarships are awarded to recognize achievements and diversity.
- ii. The scholarship amount is adjusted towards the tuition fee.
- iii. Scholarships are extended subject to a CGPA of 7.5 or above every year in the first attempt of all exams. The Vice-Chancellor may relax this requirement for diversity or extenuating circumstances.
- iv. Recipients should actively participate in societies and clubs and serve as role models.
- v. Scholarships will be forfeited in cases of attendance shortage, leave of absence, academic break, academic probation, academic dishonesty, or pending disciplinary action.
- vi. Scholarship amounts must be refunded in case of withdrawal from the program.
- vii. The University scholarship committee reserves the right to modify policies.

5. ACADEMIC SYSTEM

5.1. Academic Activities

The Academic Council, chaired by the Vice-Chancellor and comprising Deans, HoDs, selected faculty members, external experts, and special invitees, governs the academic activities of SAHE Deemed to be University. The Council oversees teaching, learning, and evaluation, while academic administrators handle curriculum revision, assessment procedures, and introduction of new programs. The University monitors academic progress, faculty performance, and student discipline, providing guidelines for teaching and learning processes, and framing rules for program implementation, leading to degrees and certificates.

5.2. Semester System

The academic year consists of two semesters: Odd (I, III) and Even (II, IV). The odd semester runs normally from July to November, and the even semester from December to April. The University can accommodate deviations in schedule due to unforeseen circumstances. Students must register for courses each semester, meeting prerequisites. Course syllabi are available on the website and lesson plans and assessment methods are available on the Learning Management System (LMS). Continuous and Summative assessments are conducted, and grades are communicated through the Student Information System.

5.3. Curriculum

The curriculum is developed with input from faculty, students, alumni, parents, industry, and regulatory bodies, ensuring alignment with Vision, Mission, Program Educational Objectives (PEOs) and Program Outcomes (POs).

5.3.1. Program Specifications (MBA)

Vision

- **To become a premier Business School in the region, shaping influential leaders by delivering exceptional business education and fostering holistic excellence.**

Mission

- **World-Class Education and Research:** To provide world-class business education grounded in cutting-edge research, cultivating students into versatile and competitive professionals.
- **Holistic Development:** Our commitment is to nurture a pragmatic and responsible outlook, fostering intellectual agility and preparing students for impactful leadership roles.
- **Global Readiness:** To prepare students for leadership roles in a dynamic global environment.

Quality Policy

Our commitment to quality is integral to our mission and vision. We pledge to uphold the highest standards in business education and research through the following principles:

- **Excellence in Education and Research:** Deliver innovative curricula, enhance teaching methodologies, and foster a culture of research excellence integrating latest research and practices.
- **Student-Centered Approach:** Focus on holistic development, provide personalized support, and cultivate an inclusive, collaborative learning environment.
- **Ethical and Responsible Leadership:** Install ethical leadership and critical thinking, promoting responsible decision-making and positive societal impacts.
- **Global Perspective and Continuous Improvement:** Prepare students for global business, foster international partnerships, and continually improve programs based on stakeholder feedback.

Program Educational Objectives (PEO)

- **PEO1:** To lead and make strategic decisions using innovative approaches and to contribute to organizational growth in a rapidly changing global business environment.
- **PEO2:** To apply integrated Multidisciplinary knowledge to address complex business challenges and drive effective solutions.
- **PEO3:** To develop the students to make decisions that benefits their organizations and society while maintaining integrity and accountability.
- **PEO4:** To inculcate in students, the qualities of leadership, innovation and Entrepreneurship.
- **PEO5:** To promote awareness among students about issues of social relevance and ethics.

Program Outcomes (PO)

- **PO1:** Apply comprehensive Knowledge of business theories, principles, and practices to solve real-world business problems and challenges.
- **PO2:** Utilize critical thinking and analytical skills to evaluate complex business situations, issues, and develop effective, evidence-based solutions.
- **PO3:** Communicate clearly and effectively in both written and oral forms to the diverse stakeholders.

- **PO4:** Demonstrate the ability to Work effectively within teams in achieving common goals and driving organizational success.
- **PO5:** Develop and implement entrepreneurial strategies and initiatives with innovation in an ethical manner on issues of social concern

5.3.2. Course Specifications

- Course Information
- Course Description
- Course Aims and Objectives
- Course Outcomes (CO)
- Course Structure
- Mapping of Course Outcomes to Program Outcomes
- List of Text Book(s), Reference Books, and Web Resources

5.3.3. Curriculum Preparation:

Faculty members at the school level shall initiate the discussions on the Programme to be offered for the ensuing Academic Year based on the stakeholder feedback and market trends. The Program Coordinator consolidates suggestions, and the School Advisory Board (SAB) reviews Program Educational Objectives and Program Outcomes. The Board of Studies (BoS) and the Academic Council (AC) approve the curriculum structure and syllabi, with the Head of the School serving as the Chairperson of the BoS.

5.4. Duration of the Program

5.4.1. Normal Duration

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

5.4.2. Maximum Duration

The maximum period that a student can take to complete a full-time academic program shall be double the normal duration of the program, i.e., *four years*.

5.4.3. Minimum Duration of a Semester

Each semester consists of a minimum of 90 instruction days excluding public holiday, examination days.

5.5. Academic Calendar

The University issues an annual Academic Calendar, considering specific school requirements and synchronizing with admission notifications.

6. CURRICULUM FRAMEWORK

The curriculum framework is designed to facilitate the courses required to attain the expected knowledge, skills, and attitude by the time of their post-graduation as per the needs of the stakeholders. The curriculum framework consists of various course categories to cover the depth and breadth required for the program and for the attainment of program outcomes of the corresponding program. Each theory course consists of five units.

6.1. Curriculum Structure & Course Categories

MBA program is designed with Preparatory Term and a total of **107** credits. The student should clear the Preparatory Term and should get 'satisfactory'. If any student who have attained '*Un-satisfactory*', shall repeat the preparatory term courses till he/she attain 'Satisfactory'. The students shall have to earn all the credits for the award of the MBA degree. The total Curriculum Framework is shown in APPENDIX-1.

6.1.1 Preparatory Term (PT)

The preparatory term for MBA program serves as a foundational period where students are introduced to key business concepts, including basic finance, accounting, and management principles. It aims to equip students with the essential skills and knowledge required for the rigorous academic and professional challenges of the MBA coursework. This category includes courses in Quantitative Methods, Accountancy, IT for Managers and Business, Government and Society. This preparatory term equips students with essential foundational knowledge in areas like quantitative techniques, financial accounting, business communication, and economics. It bridges gaps for those from diverse backgrounds and enhances critical thinking, teamwork, and time management skills, ensuring a strong start for the MBA journey.

6.1.2 Program Core (PC)

The core program for an MBA provides foundational knowledge in essential business disciplines such as finance, marketing, operations, and strategy, equipping students with the skills to make informed management decisions. It focuses on developing leadership abilities, critical thinking, and problem-solving competencies necessary for success in dynamic business environments.

6.1.3 Program Electives (PE)

Program Electives for MBA allow students to tailor their education by choosing specialized courses that align with their career goals and interests. These electives cover various business disciplines such as finance, marketing, human resources, and data analytics, providing in-depth knowledge and practical skills in specific areas. The Program Electives consist of a set of courses considered necessary for the students of the specific program. The courses under this category satisfy the Program Specific Criteria prescribed by the appropriate professional societies/bodies.

6.1.4. Skill Enhancement Courses (SEC)

This category includes Communicative and Professional English, Personality development, Skill Enhancement Courses for MBA programs are designed to equip students with practical abilities in areas such as communication, data analysis, and leadership, which are critical for managerial roles. These courses help bridge the gap between theoretical knowledge and industry-specific skills, preparing students for real-world business challenges. Data Analysis using Excel, Business News Analysis courses etc.

6.1.5 Proficiency Enhancement Courses (PEC)

Proficiency Enhancement Courses (PEC) for MBA programs are designed to strengthen students' practical skills and knowledge in specific areas such as data analysis, communication, and leadership, aligning them with industry demands. These courses offer opportunities for MBA students to enhance their employability by focusing on real-world applications and skill-building activities beyond the core curriculum. This category

includes Business Simulation, Corporate Readiness Training (CRT), Immersion programs/courses and Industrial visits.

6.1.6 Major Project /Summer Internship (PR)

Students shall undergo a mandatory summer internship for a minimum of 8 weeks duration at the end of the 2nd Semester of the program and should submit report which will be evaluated by Project Review Committee (PRC) and viva voce will be conducted by external member during the 3rd semester. The student should also carry out a self-study Industry analysis and submit a report at the end of the 4th Semester.

6.1.7. Self-Learning Courses

- Self-learning courses refer to educational resources that students can pursue independently, without formal classroom instructions. These courses are typically available online and cover a range of respective subject topics. Students have to submit the certificate before the last instructional day of the respective semester.

6.1.8. Simulation:

- To impart practical knowledge on decision making at different environments on different functional areas, training will be arranged/conducted.

In MBA program, the evaluation of simulation courses will be conducted through both continuous and summative assessments. Continuous evaluation involves regular monitoring of students' performance during the simulation through participation, decision-making, teamwork, and problem-solving, this process is evaluated for 60%. This can include graded activities like quizzes, reflective journals, group discussions, and real-time feedback on their simulation strategies and outcomes. Summative evaluation, on the other hand, is conducted at the end of the course and typically includes a comprehensive analysis of the final simulation outcomes, presentations on key decisions made during the simulation, and written reports that assess students' ability to apply theoretical concepts to real-world scenarios and is evaluated for 40%. Together, these methods ensure a holistic assessment of both the process and the outcomes of learning.

6.2. Course Code and Numbering Scheme

The course numbering scheme consists of seven alphanumeric places. The scheme is as follows:

- First two places** : Regulation Year
- Third and Fourth places** : School (SM)
- Fifth place** : Level of the course (5 & 6 for P.G Level, while 7 & 8 for Research Level)
- Sixth and Seventh places** : Course Number

Table 1: **Level of the Course Description**

Number	Description
5	First Year
6	Second Year

For example, the course code **24SM502** represents second course offered by the Department of School of Management in first year and the year of regulation being 2024, and any ALPHABET after the seventh place should be considered as specialization course in **Semester III/IV**. A typical course code is illustrated in Figure1 and Figure 1a below.

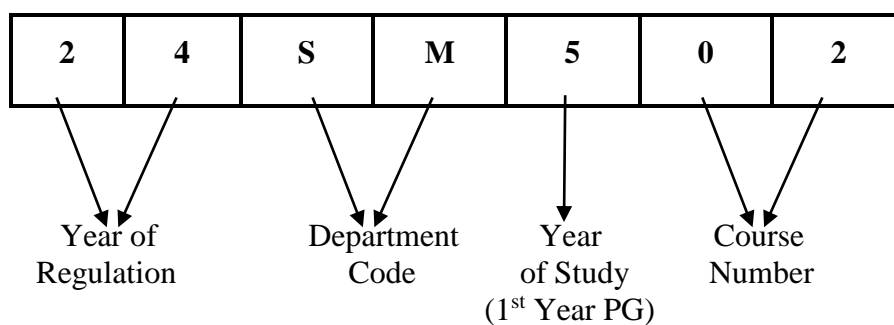


Figure1: **Course Code Description**

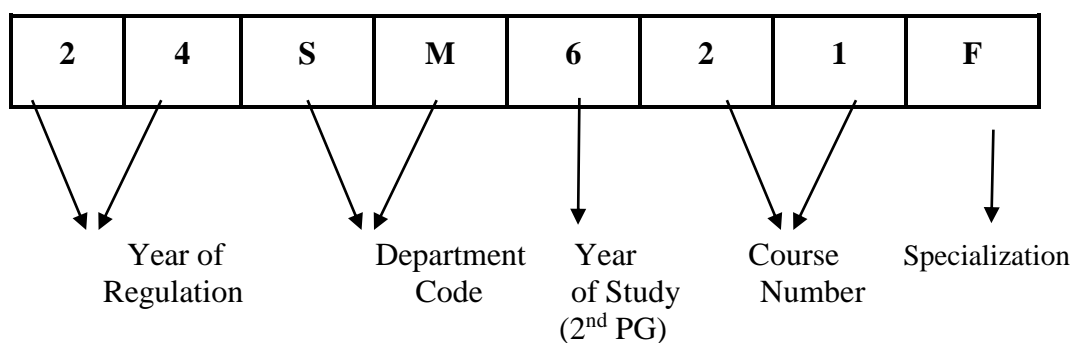


Figure1a: **Course Code Description for Specialization**

6.3. Medium of Instruction and Examination

The medium of instruction and examination is English.

7. CREDIT SYSTEM AND GRADE POINTS

7.1. Credit Definition

Credits represent quantified and recognized learning, measured in contact periods per week in a semester. Typically, one credit is assigned to:

- A theory or tutorial course conducted for one contact period per week.
- A laboratory course conducted for two contact periods per week.

7.2. Credit Structure

A typical credit structure for MBA coursework, based on the above definitions, is as follows:

Table 2: Credit Definition

Course Component	Contact Periods per Week	Credits
One 50-minute Lecture (L)	1	1 credit
One 50-minute Tutorial (T)	1	1 credit
One 50-minute Practical (P)	1	0.5 credit

7.3. Semester Course Load

The average course load is 26.75 credits per semester, with a minimum of 22 and a maximum of 29 credits.

7.4. Grade Points and Letter Grades for a Course

Grading is based on the evaluation of each course for 100 marks. Marks obtained are converted to a corresponding letter grade as shown in Table 4.

Grading System for MBA Theory / Lab / Project:

Table 3: Marks, Grade points, and Grades

Marks (Theory/ Lab/ Project)	Grade Points	Letter Grade	Grade Description
90% and above	10	Ex	Excellent
80 to < 90%	9	A+	Very Good
70 to < 80%	8	A	Good
60 to < 70%	7	B+	Above Average
55 to < 60%	6	B	Average
50 to < 55%	5	C	Below Average
< 50%	0	F (Fail)	Fail
ABSENT	0	AB	--
--	NA	S	Satisfactory (Non-Credit courses)
--	NA	U	Unsatisfactory (Non-Credit courses)

- **Grade Point:** A numerical weight allotted to each letter grade on a 10-point scale.
- **Letter Grade:** An index of student performance in a course is denoted by alphabet as shown in Table 3.

7.5. Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA)

i. Semester Grade Point Average (SGPA): The Semester Grade Point Average (SGPA) is calculated as the ratio of the sum of the product of the number of credits and the grade points scored in all the courses taken by a student to the sum of the number of credits of all the courses undertaken by the student. It is expressed as:

$$SGPA = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

where C_i is the number of credits of the i^{th} course and G_i is the grade point scored in the i^{th} course.

ii. Cumulative Grade Point Average (CGPA): The Cumulative Grade Point Average (CGPA) is computed similarly, considering all the courses taken by a student across all semesters of a program. It is expressed as:

$$CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that semester.

- Both SGPA and CGPA shall be rounded off to two decimal points and reported in transcripts.
- Courses in which a student is awarded zero grade points will be/ included in the SGPA/CGPA calculations.

7.6. Conversion Formula for CGPA to Percentage Marks

The approximate equivalence of marks to a given CGPA is calculated using the formula:

$$\text{Percentage Equivalence of CGPA} = (CGPA - 0.75) \times 10$$

8. EXAMINATIONS AND SCHEME OF EVALUATION

8.1. Description of Evaluation

Continuous Assessment (CA): Students' performance is evaluated continuously throughout the semester by the faculty or course coordinator using various methods including sessional examinations/quiz/self-learning/ project-based assessments/assignments/seminars, project reviews, viva voce, laboratory assessments, and other activities covering the entire syllabus of the course.

Summative Assessment (SA): It shall be conducted by controller of examinations at the end of each semester, as per the academic calendar and with a written examination for theory courses and practical/project examination with oral component for laboratory/project courses.

8.2 Theory Courses

Assessment of a student's performance in theory courses consists of two components.

- Continuous Assessment: 40% weightage.
- Summative Assessment: 60% weightage.

8.2.1 Continuous Assessment: 40 Marks

- a. Two Sessional examinations each for '20 marks' will be conducted for '60 minutes' duration. Sessional Marks are awarded with 2/3 weightage for the higher-scoring sessional test and 1/3 for the lower-scoring sessional test.
- b. 20 marks are allotted for quiz, self-learning, project-based assessments/assignments/seminars, project reviews, viva voce, laboratory assessments, and other activities covering the entire syllabus of the course as decided by the respective faculty.

8.2.2 Summative Assessment: 100 Marks

- The Summative Assessment shall be conducted for three-hour duration at the end of the semester for 100 marks with 60% weightage.

8.3 Laboratory Courses

- a) Continuous Assessment: 60% weightage.
 - The Laboratory courses are assessed under Continuous Assessment for a maximum of 60 marks. Assessment in laboratory courses comprises of components such as day to day work, record submission and viva voce examination on the experiment.
- b) Summative Assessment: 40% weightage.
 - The Summative Assessment for laboratory courses shall be conducted for three-hour duration at the end of semester for 100 marks with 40% weightage.
 - Summative Assessment of Laboratory courses shall be conducted by an Internal Examiner appointed by the HoD/Dean.

8.4 Integrated Course

An Integrated Course, comprising both theory and laboratory components, undergoes a specific method of evaluation:

- The theory part is evaluated similar to any other course without a laboratory. The laboratory part is evaluated similar to any alone lab course. The marks scored in theory and laboratory are taken in proportion to the respective credits in theory and laboratory. The total marks are calculated for 100 together. Grades are given as per the marks scored in the subject.
- Ex: A course that has 2L + 1T +2P hours per week will have 4 credits (3 theory credits and 1 lab credit). The theory is evaluated for 100 marks (40% continuous assessment and 60% summative assessment). The laboratory is evaluated for 100 marks (60% continuous assessment and 40% summative assessment).

The theory part reduced as $100 \times \frac{3}{4} = 75$

Lab part reduced as $100 \times \frac{1}{4} = 25$

The course total marks are now 100. Grades are given as per the norms for any other course.

8.5 Skill and Proficiency Enhancement Courses:

Assessment of a student's performance in Skill and Proficiency Enhancement Courses will be evaluated only on Continuous Assessment by the respective faculty except Professional Communication and Business Communication.

8.6 Major Project /Summer Internship

- a) Continuous Assessment: 60% weightage.
 - Students have to carry out Projects in 3rd semester individually and they are assessed for 60 marks under continuous assessment. Continuous Assessment includes weightages for day-to-day work and periodic reviews by the Project Review Committee (PRC) appointed by HoD.
 - Plagiarism check is mandatory for major project reports with a maximum 20% Plagiarism index before submission.
- b) Summative Assessment: 40% weightage.
 - The Summative Assessment for Projects shall be conducted at the end of the semester for 40 marks. Summative assessment includes weightages for the report and final viva voce.

- Summative Assessment of Projects shall be conducted and evaluated by the committee, consisting of an External Member nominated by Dean. The rubrics for the evaluation of Summative Assessment shall be defined by the PRC.

c) Industry Analysis:

- The work on the Industry Analysis shall be initiated in the Fourth Semester and the duration of the project is for one semester. A candidate shall submit the industry analysis report by the end of 4th Semester. Every candidate shall be required to submit thesis or dissertation after taking up a topic approved by the PRC.
- Plagiarism check is mandatory for Industry Analysis reports with a maximum 30% Plagiarism index before submission and the report is valued for 100 Marks by the respective faculty based on analysis, project report etc.

8.7 Self-Learning Courses

a) MOOCs Courses

Students can register and complete the opted course in any one of the approved MOOCs platforms. These courses can be chosen from the list of approved MOOCs providers (SWAYAM / NPTEL).

While choosing the courses, the following norms are to be observed.

- Minimum duration of the course shall be 12 weeks for a 3credit course and can be a combination of related courses with a total duration of 12 weeks.
- The courses shall not be a part of the curriculum and must be approved by the respective Boards of Studies.
- If a student fails to complete the opted NPTEL courses before the completion of the fourth semester, supplementary examinations will be conducted with the NPTEL syllabus by the school/ university for the subjects in which candidates appeared and failed in the MOOCs (NPTEL) platform in the M Tech IV semester and the results will be declared before the commencement of the Project Viva–Voce examination.

8.8 Requirement for Pass

- a) A student shall be declared to have passed in a theory course if he/she secures a minimum of 50% aggregate marks (Continuous assessment & summative assessment marks put together), subject to a minimum of 40% marks in summative assessment.
- b) A student shall be declared to have passed in a laboratory course if he/she secures a minimum of 50% aggregate marks (continuous assessment & summative assessment marks put together), subject to a minimum of 50% marks in summative assessment.
- c) A student has to pass the failed course by appearing in the supplementary examination as per the requirement for the award of a degree.
- d) A student shall be declared to have passed Summer Internship / Major project, if he/she secures a minimum of 50% aggregate marks (continuous evaluation and summative assessment put together), subjected to a minimum of 50% of marks in summative assessment.
- e) In a special case, if any student does not submit his / her thesis of Summer Internship / Major Project, due to ill health or any other valid reason with the approval of the Principal/Dean, he/she will be given another chance to attend for Project, Viva – Voce examination conducted separately at a later date i.e. within two months from the completion of Summer Internship / Major Project Summative Assessment of that particular semester after paying the requisite examination fee.
- f) On passing a course of a program, the student shall earn assigned credits in that Course.

8.9. Announcement of Results

The Controller of Examinations (CoE) will announce the results at the end of each semester. Students can able to access their grades in the Student Information System.

8.10. Withholding of Results

If any case of malpractice or indiscipline is pending against a student, the result of the student will be withheld and he/she will not be allowed to enter the next semester. His/her degree will be withheld in such cases.

8.11. Malpractices

- The Principal/Dean shall refer the cases of malpractice in Summative Assessment to the CoE, who in turn refers to a Malpractice Enquiry Committee. Such a committee shall follow the approved scales of punishment. The University shall take necessary action, against the erring students based on the recommendations of the committee.
- The cases of malpractices in Continuous Assessment tests (both Theory and Practical) shall be resolved by the Head of the Department.
- If the Student have any grievance on the decision of the Head of the Department, he/she may appeal to the Principal/Dean in the case of Continuous Assessment tests.
- Any action on the part of a student at an examination trying to get undue advantage in the performance or trying to help another, or derive the same through unfair means is punishable according to the provisions contained here under.
- 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 inquiry.
- The complete information regarding offense and punishment is available with CoE.

8.13. Compensatory sessional examinations in Continuous Assessment

A Compensatory sessional examination will be conducted for those students who remained absent for the exam due to valid/ unavoidable circumstances.

- Student seeking permission on account of accident or severe illness, which disables the student from writing the examination should inform the respective department authorities (Proctor/HoD) immediately through email or personally (parent/guardian/self) and submit a permission request. Afterward, he/she should

submit a medical certificate (to be verified by a Committee or Dean Academics) from a recognized doctor.

- Student seeking permission on account of a calamity in the family (first relation Only- Parents, Grandparents, and Siblings) barring the student from writing the examination should inform the respective department authorities (Proctor/HoD) immediately through email or mobile message and submit a permission request.
- Students seeking permission on account of their participation in important curricular/ co-curricular/ extra-curricular activities/Off-Campus Placements should obtain prior approval from the respective department authorities (Department Placement In-charge/Proctor/HoD). After such an event, the student must submit the participation certificate from the competent authority at the time of reporting to the College.

9. ACADEMIC PROGRESSION

9.1. Criteria to Attend Summative Assessment and Promotion to Higher Semester

9.1.1. Eligibility for Summative Assessment

a) Attendance (Minimum: 75%)

- A student shall be eligible to appear for Summative Assessment if he/she acquires a minimum of 75% attendance in aggregate of all the courses in a semester.
- Condonation of shortage in attendance may be recommended by respective Heads of Department on genuine medical grounds, provided the students put in at least 65% attendance and the Principal/Dean is satisfied with the genuineness of the reasons and conduct of the student.
- A student will not be promoted to the next semester unless he satisfies the attendance requirements of the present semester, as applicable. They may seek readmission for that semester when offered next.
- A stipulated fee shall be payable towards condonation of shortage of attendance to the University.

b) Marks (Minimum: 50%)

- A minimum of 50% aggregate marks from all courses in that semester (except self-learning) is required by a student in continuous Assessment to be eligible to appear in a Summative Assessment.
- However, a shortage of continuous assessment marks up to a maximum of 10% may be condoned by the Head of the school/Dean, if he/she fulfils 75% attendance.
- Students having a shortage of Continuous Assessment marks up to a maximum of 10% shall have to pay the requisite fee towards condonation.
- Students who fail to register for the Summative Assessment shall not be permitted to continue the subsequent semester and have to repeat the semester for which he/she has not registered for Summative Assessment.
- Student, who does not satisfy the attendance and/or Continuous Assessment marks requirement, shall have to repeat that semester.

9.2 Supplementary Examinations

- Supplementary Summative Assessment shall be conducted in courses of each semester four times after the new regulations come into force. Thereafter student has to appear for Supplementary Summative Assessment in the equivalent courses as prescribed by the concerned BoS.
- The candidate has to pass the failed course by appearing the examination when offered next as per the requirement for the award of degree. Supplementary Summative Assessment will be conducted with every regular Summative Assessment. During Summative Assessment of even semester, supplementary Summative Assessment of odd semester shall be conducted and during Summative Assessment of odd semester, supplementary Summative Assessment of even semester shall be conducted.

9.2.1 Special Supplementary Exams

- Students, who fail in Theory or Laboratory courses of the IV semester, can appear for a **special supplementary** examination conducted within one month after the declaration of the revaluation results.

- Students who fail in the **special supplementary** examinations in IV semester shall appear for subsequent examinations when they are conducted in regular manner.

9.3 Readmission Criteria

9.3.1 Readmission after Detention due to lack of attendance/marks

- A student detained in a semester due to lack of attendance/marks, has to obtain written permission from the Dean Academics for readmission into the same semester after duly fulfilling all the required norms stipulated by the University in addition to paying a readmission fee as per the university norms.

9.3.2 Readmission after Break in Study

- Students, who discontinue their studies for any reason, can get readmission into an appropriate semester of the MBA program after break-in study, with the prior permission from the Dean Academics and following the transitory regulations applicable to such batch in which he/she joins.
- A readmission fee as decided by the university for each year of break in study in addition to the prescribed tuition fee and special fee has to be paid by the student to condone his/her break in study.

9.3.3 Calculation of attendance for readmitted students

- Students should submit a written request to the principal, along with a challan paid towards tuition and other fees for readmission one week before the commencement of the class work.
- Students can obtain the information regarding the date of commencement of class work for each semester on the University notice boards/website.
- Number of classes will be counted from the commencement of class work of the semester and not the date of payment of tuition fee, if he/she has paid the tuition fee after the commencement of class work.

9.4 Transitory Regulations

- A student, detained or discontinued in or a semester, on re-admission shall be required to pass all the courses prescribed to the readmitted batch of students. The academic regulations which are in force at the time of his/her admission shall be applicable to them.
- However, the exemption will be given to the students who have already passed courses in the earlier semester(s) as per the regulation he/she was admitted and substitute courses are to be studied under transitory regulation as approved by the Academic Council.

10. AWARD OF DEGREE

10.1 Eligibility for Award of MBA Degree

The MBA Degree shall be conferred on a student satisfying the following requirement.

A student should register for 107 Credits, and should obtain all the 107 credits in order to become eligible for the award of MBA Degree.

10.2 Award of Division

The criteria for the award of division, after successful completion of the program as per Section 10.1 is given in Table 4

Table 4: Criteria for Award of Division

CGPA	DIVISION
≥ 8.0	★ First Class with distinction
≥ 6.75	First Class
$\geq 5.75 < 6.75$	Second Class
$\geq 5.00 < 5.75$	Pass Class
< 5	Fail

- ❖ First Class with Distinction is awarded only if all courses registered are passed in the first attempt within two years.
- ❖ Detained and break-in study students are not eligible for the award of First Class with Distinction
- ❖ The students permitted for a break in study under the entrepreneurship/start-ups

provision will be considered for the award of first class with distinction

- ❖ The cases of students who are absent for the summative assessment only once in the duration of the MBA program on valid medical grounds/humanitarian grounds will be considered for the award of First class with Distinction subject to the recommendations of the committee constituted by the Dean Academics. For the purpose of awarding First, Second, and Pass Class, CGPA obtained in the examinations within the maximum period allowed for the completion of the program shall be considered.
- ❖ The student failing to pass in the MOOCs or Self-Learning Courses in the first attempt and pass later as supplementary candidate, may also be awarded “Distinction” akin to other students who pass all the courses at first attempt and fulfill the required conditions for the award of “Distinction”.

10.3 Consolidated Grade Card

- A consolidated grade card containing credits & grades obtained will be issued after successful completion of the two-year MBA Program.

11. AMENDMENTS TO REGULATIONS

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

12. DEFINITIONS

- An Academic Program means any combination of courses and/ or requirements leading to the award of a degree.
- “Course” means a subject either theory or practical identified by its course number and course title which is normally studied in a semester.
- “Degree” means an academic degree conferred by the university upon completing the postgraduate curriculum.
- “MOOC” means Massive Open Online Course

Dean, Academics

Dean, Examinations

APPENDIX I

Curriculum Framework for MBA

***Preparatory Term** (Three weeks including Assessment)

Contact Hours:16

S. No	Course Code	Course Category	Course Title	L	T	P	C
1	MBP001	PT	Fundamentals of Accounting	4	0	0	1
2	MBP002	PT	Fundamental concepts of Business Analytics	4	0	0	1
3	MBP003	PT	Business, Government and Society	4	0	0	1
4	MBP004	PT	IT for Managers	2	0	2	1
5	MBP005	PT	Mirroring	-	-	-	-
			Total	14		2	4

*Indicates Non-Credit Course – Mandatory to complete and the student will be awarded Satisfactory/Unsatisfactory but will not be part of CGPA.

SEMESTER I

CONTACT HOURS:34

S. No	Course Code	Course Category	Course Title	L	T	P	C
1	24SM501	PC	Management & OB	4	0	0	4
2	24SM502	PC	Economics for Managers	3	0	0	3

3	24SM503	PC	Financial Accounting Analysis for Decision Making	3	0	2	4
4	24SM504	PC	Marketing Management	3	0	0	3
5	24SM505	PC	Quantitative Techniques for Managers	3	0	2	4
Skill Enhancement Courses							
6	24SM506	SEC	AI for Managers	1	0	2	2
7	24EN501	SEC	Professional Communication	2	0	3	3.5
8	24SM508	SEC	Data Analysis using Excel	1	0	2	2
9	24SM509	SEC	News Analysis-1	0	0	1	0.5
10	24SM510T	SEC	Corporate Readiness Training	0	0	2	1
			TOTAL	20	0	14	27

SEMESTER II

CONTACT HOURS:38

S. No	Course Code	Course Category	Course Title	L	T	P	C
1	24SM511	PC	Business Research Methodology	2	0	2	3
2	24SM512	PC	Corporate Finance	3	0	2	4
3	24SM513	PC	Human Resource Management	3	0	0	3
4	24SM514	PC	Business Law	2	0	0	2

5	24SM515	PC	Operation and Supply Chain Management	3	0	2	4
5	24SM516	PC	Optimization Techniques	2	0	2	3
6	24SM517	PC	Business Analytics with R-Programming	2	0	2	3
Skill Enhancement Courses							
7	24EN502	SEC	Business Communication	2	0	2	3
8	24SM519	SEC	Visualization using power BI	1	0	2	2
9	24SM520	SEC	News Analysis-2	0	0	2	1
10	24MA502	SEC	Personality Development Course-I (PDC-1)	0	0	2	1
			TOTAL	20	0	18	29

Summer Internship to be done during summer vacation at end of first year for 8weeks, carrying 4 credits. Credits will be shown in III Semester only.

Specialisations

No. of students for each specialization shall be **20 and above**.

ELECTIVES IN SEMESTER – III & IV

The student can choose dual elective combination (5+5) across 5 elective baskets during III and IV Semesters.

The student shall choose 3 electives from any single Elective basket from III semester and another 2 electives from the same basket only in the IV semester. The student shall choose 2 electives from another Elective basket in III semester and 3 Electives from same basket only in the IV semester.

SEMESTER III

CONTACT HOURS:30

S. No	Course Code	Course Category	Course Title	L	T	P	C
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1	24SM611	PC	Corporate Governance & Ethics	2	0	0	2
2	24SM612	PC	Strategy and Policy	3	0	0	3
3	24SM613	PC	DesignThinking	1	0	2	2
4	24SM614M	PE	Elective (Marketing)	*	0	*	3
5	24SM615M	PE	Elective (Marketing)	*	0	*	3
6	24SM616M	PE	Elective (Marketing)	*	0	*	3
7,8	24SM614F	PE	Elective (Finance)	*	0	*	3
	24SM615F	PE	Elective (Finance)	*	0	*	3
7,8	24SM614H	PE	Elective (HR)	*	0	*	3
	24SM615H	PE	Elective (HR)	*	0	*	3
7,8	24SM614B	PE	Elective (BA)	*	0	*	3
	24SM615B	PE	Elective (BA)	*	0	*	3
7,8	24SM614L	PE	Elective (LSCM)	*	0	*	3
	24SM615L	PE	Elective (LSCM)	*	0	*	3
Proficiency Enhancement Courses							
9	24SM616P	PEC	Major Project /Summer Internship	0	0	0	4
10	24SM617S	PEC	BusinessSimulations	0	0	4	2
11	24EN503	PEC	Personality Development Course-II(PDC-II)	0	0	2	1
	TOTAL			*	0	8*	29

Note:* As per the elective chosen by the student in the respective semester

SEMESTER IV**CONTACT HOURS:22**

S. No	Course Code	Course Category	Course Title	L	T	P	C
1	24SM619	PC	Innovation & Entrepreneurship	3	0	0	3
2	24SM620	PC	International Business	3	0	0	3
3	24SM621M	PE	Elective (Marketing)	*	0	*	3
4	24SM622M	PE	Elective (Marketing)	*	0	*	3
5,6,7	24SM621F	PE	Elective (Finance)	*	0	*	3
	24SM622F	PE	Elective (Finance)	*	0	*	3
	24SM623F	PE	Elective (Finance)	*	0	*	3
5,6,7	24SM621H	PE	Elective (HR)	*	0	*	3
	24SM622H	PE	Elective (HR)	*	0	*	3
	24SM623H	PE	Elective (HR)	*	0	*	3
5,6,7	24SM621B	PE	Elective (BA)	*	0	*	3
	24SM622B	PE	Elective (BA)	*	0	*	3
	24SM623B	PE	Elective (BA)	*	0	*	3
5,6,7	24SM621L	PE	Elective (LSCM)	*	0	*	3
	24SM622L	PE	Elective (LSCM)	*	0	*	3
	24SM623L	PE	Elective (LSCM)	*	0	*	3

Proficiency Enhancement Courses							
8	24SM624I	PEC	IndustryAnalysis	0	0	2	1
			TOTAL	20	0	2*	22

Note:* As per the elective chosen by the student in the respective semester

Total Credits=27+29+29+22=107

Category of Courses	Number of Credits	Percentage of credits
Program Core (PC)	53	49.54
Program Electives (PE)	30	28.03
Skill Enhancement Course (SEC)	16	14.95
Proficiency Enhancement Courses (PEC)	08	7.48
Total	107	100

CREDIT DISTRIBUTION - Category wise and Semester wise - MBA24

	Program Core (PC)	Program Electives (PE)	Skill Enhancement Course (SEC)	Proficiency Enhancement Courses (PEC)	Total
Semester 1	18	-	09	-	27

Semester 2	22	-	07	-	29
Semester 3	07	15	-	07	29
Semester 4	06	15	-	01	22
TOTAL	53	30	16	08	107

PROGRAM ELECTIVES (PE): SEMESTER III

Marketing(M)	L	T	P	C
24SM524M: Consumer Behaviour	2	-	2	3
24SM525M: IntegratedMarketing Communication	2	-	2	3
24SM526M: Agricultural and Rural Marketing	3	-	-	3
24SM527M: Sales and Distribution Management	2	-	2	3
24SM528M: Digital Marketing	2	-	2	3
Finance(F)	L	T	P	C
24SM524F: Investment Management	2	-	2	3
24SM525F: Financial Institutions and Markets	3	-	0	3
24SM526F: Behavioural Finance	2	-	2	3
24SM527F: Financial Risk Management	2	-	2	3
24SM528F: Strategic Financial Management	2	-	2	3
HumanResourceManagement(H)	L	T	P	C

24SM524H: Industrial Relations and Labour Laws	2	-	2	3
24SM525H: Learning and Development	3	-	0	3
24SM526H: Performance Management	2	-	2	3
24SM527H: Managing Change in Organisations	3	-	-	3
24SM528H: Talent Management in Organisations	2	-	2	3
BusinessAnalytics(B)	L	T	P	C
24SM524B: Predictive Analytics	2	0	2	3
24SM525B: Data Science for Managers (with Python)(DSW)	2	0	2	3
24SM526B: Data bases and Data warehousing (DDWC)	2	0	2	3
24SM527B: Cloud Computing	2	0	2	3
24SM528B: Business Intelligence	2	0	2	3
LSCM(L)	L	T	P	C
24SM524L: Supply Chain Management	2	0	2	3
24SM525L: Service Operations Management	2	0	2	3
24SM526L: Logistics Management	2	0	2	3
24SM527L: Materials Management	2	0	2	3
24SM528L: Project Management	2	0	2	3

PROGRAM ELECTIVES (PE): SEMESTER IV

Marketing(M)	L	T	P	C
24SM531M: Product and Brand Management	3	0	0	3
24SM532M: Services Marketing	2	0	2	3
24SM533M: Marketing Analytics	2	0	2	3
24SM534M: B2B Marketing	2	0	2	3
24SM535M: International Marketing	3	0	0	3
Finance(F)	L	T	P	C
24SM531F: International Financial Management	2	0	2	3
24SM532F: Financial derivatives	2	0	2	3
24SM533F: Financial Modelling by using excel	2	0	2	3
24SM534F: Financial Analytics	2	0	2	3
24SM535F: Mergers, Acquisitions and Corporate Restructuring	3	0	-	3
Human Resource Management(H)	L	T	P	C
24SM531H: Challenges in Human Resource Management	3	0	0	3
24SM532H: Global HRM	2	0	2	3
24SM533H: Compensation & Rewards Strategy	3	0	-	3
24SM534H: Strategic HRM	2	0	2	3
24SM535H: HRAnalytics	2	0	2	3
Business Analytics(B)				
24SM531B: Cyber Security for Managers	2	0	2	3

24SM532B: Machine Learning-	2	0	2	3
24SM533B: Big data eco-system-	2	0	2	3
24SM534B: Advanced Data Science for Managers	2	0	2	3
24SM535B: Web and Social Media Analytics	2	-	2	3
LSCM(L)	L	T	P	C
24SM531L: Strategic Logistics Management	2	0	2	3
24SM532L: E Commerce and Retail Supply Chain	2	0	2	3
24SM533L: Port and Terminal Management	3	0	-	3
24SM534L: Industry-Specific Supply Chain Strategies	2	0	2	3
24SM535L: Supply Chain Analytics	2	0	2	3