

# **VELAGAPUDI RAMAKRISHNA SIDDHARTHA ENGINEERING COLLEGE**

**(Autonomous)**

**Kanuru, Vijayawada – 520 007**

**(Approved by AICTE, Accredited by NAAC with 'A' Grade and ISO 9001: 2008 Certified)**

**(Affiliated to Jawaharlal Nehru Technological University Kakinada)**

## **ACADEMIC REGULATIONS OF MBA (MBA15)**

**w.e.f: 2015-2016**

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## **1. INTRODUCTION**

Academic Programmes of the College are governed by rules and regulations as approved by the Academic Council, which is the highest Academic body of the College. These academic rules and regulations are effective from the academic year 2015-16, for students admitted into two year post graduate programme offered by the college leading to Master of Business Administration (MBA).

The regulations listed under this head are for MBA programme, leading to award of MBA degree, offered by the college with effect from the academic 2015-16 and they are called as “MBA15” regulations.

The regulations here under are subjected to amendments as may be made by the Academic Council of the college from time to time, keeping the recommendations of the Board of Studies in view. Any or all such amendments will be effective from such date and to such batches of candidates including those already undergoing the programme, as may be decided by the Academic Council.

## **2. DEFINITIONS**

- a) “Commission” means University Grants Commission (UGC)
- b) “Council” means All India Council for Technical Education (AICTE)
- c) “University” means Jawaharlal Nehru Technological University Kakinada, Kakinada (JNTUK)
- d) “College” means Velagapudi Ramakrishna Siddhartha Engineering College (VRSEC)
- e) “Programme” means any combination of courses and/or requirements leading to award of a degree.
- f) “Course” means a subject either theory or practical identified by its course title and code number and which is normally studied in a semester.
- g) “Degree” means an academic degree conferred by the university upon those who complete the post graduate curriculum.

## **3. DURATION OF THE PROGRAMME**

The duration of the programme is two academic years consisting of four semesters. 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. 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 seat in MBA course.

#### 4. MINIMUM INSTRUCTION DAYS

Each semester, normally consists of a minimum of 90 instruction days with about 30 to 35 contact periods per week.

#### 5. ELIGIBILITY CRITERIA FOR ADMISSION

The eligibility criteria for admission into MBA programme as per the guidelines of Andhra Pradesh State Council of Higher Education (APSCHE).

##### 5.1 CATEGORY –A Seats:

These seats will be filled by the Convener, APICET Admissions.

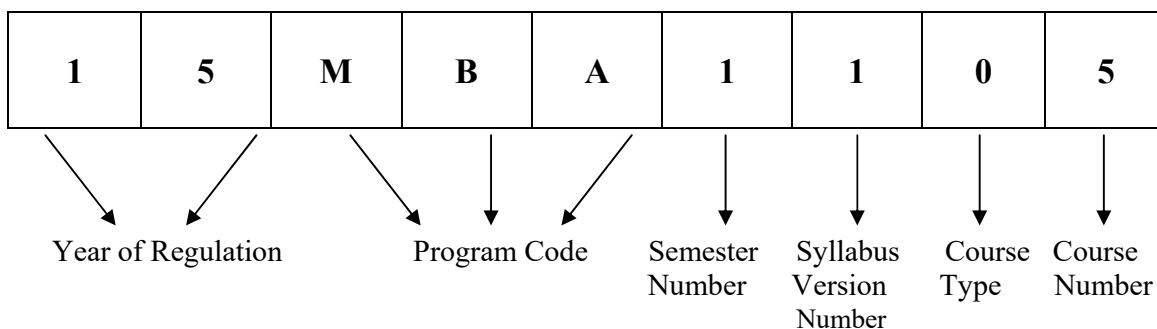
##### 5.2 CATEGORY –B Seats :

These seats will be filled by the College as per the guidelines of Andhra Pradesh State Council of Higher Education (APSCHE).

#### 6. COURSE CODE AND COURSE NUMBERING SCHEME

Course Code consists of nine characters which includes digits and alphabets.

A typical course code is illustrated in the following Figure 1:



**Figure 1: Course Numbering Scheme**

- First two digits are described in Table 1

**Table 1: First Two Digits description**

First Two Digits	Description
15	Year of Regulation

- Third to Fifth character is described in Table 2

**Table 2: Third to Fifth Character description**

<b>Third to Fifth Character</b>	<b>Program Description</b>
MBA	Master of Business Administration

- Sixth character represents semester of offering as mentioned in Table No.3

**Table 3: Sixth Character description**

<b>SIXTH CHARACTER</b>	<b>DESCRIPTION</b>
1	First Semester
2	Second Semester
3	Third Semester
4	Fourth Semester

- Seventh character represents the syllabus version number of the course.
- Eighth character represents course type in Table No.4

**Table 4: Course type description**

<b>EIGHTH CHARACTER</b>	<b>DESCRIPTION</b>
0	Theory course
5	Lab course

- Ninth character represents course number as shown in Fig. 1

## 6.1 CONTACT HOURS AND CREDITS

Credit means quantifying and recognizing learning. Credit is measured in terms of contact hours per week in a semester. The course credits are broadly fixed based on the following norms:

- Lectures – One lecture period per week is assigned one credit.
- Tutorials – Two tutorial periods per week are assigned one credit.
- Practical – 2 periods per week is assigned one credit.
- Personality Development, Industry Analysis, Soft Skills & Startup Business Plan shall have 1 credit.
- Major project shall have 3 credits
- Comprehensive Viva shall have 3 Credits.
- However, some courses are prescribed with fixed number of credits depending on the subject complexity and importance.

## **6.2 THEORY / TUTORIAL CLASSES**

Each course is prescribed with fixed number of lecture periods per week. During lecture periods, the course instructor shall deal with the concepts of the course. For certain courses, tutorial periods are prescribed, to give exercises to the students and to closely monitor their learning ability.

## **6.3 LABORATORY CLASSES**

A minimum prescribed number of experiments have to be performed by the students, who shall complete these in all respects and get the record certified by the concerned Head of the Department.

## **6.4 PROGRAMME CREDITS**

MBA programme is designed to have a total of 100 credits. The student shall have to complete the courses and earn total 100 credits for the award of degree.

## **7. SCHEME OF INSTRUCTION**

The scheme of instruction and syllabi of MBA programme is given separately.

## **8. MEDIUM OF INSTRUCTION**

The medium of instruction and examination is English.

## **9. SYLLABUS**

As approved by the concerned BOS and Academic Council

## **10. ELIGIBILITY REQUIREMENT FOR APPEARING SEMESTER END EXAMINATION AND CONDONATION**

**10.1** Regular course of study means a minimum average attendance of 75% in all the courses computed by totaling the number of periods of lectures, tutorials, practicals and Personality Development, Industry Analysis, Soft Skills and Startup Business Plan courses as the case may be, held in every course as the denominator and the total number of periods attended by the students in all the courses put together as the numerator.

**10.2** Condonation of shortage in attendance may be recommended by respective Head of the Department on genuine medical grounds, provided the student puts in at least 65% attendance as calculated above and provided the Principal is satisfied with the genuineness of the reasons and the conduct of the students.

**10.3** Students, having shortage of attendance shall pay Rs.20 per every period of attendance shortage subject to a minimum of Rs.500.

**10.4** Minimum of 50% aggregate marks must be secured by the candidates in the internal examinations conducted for theory, lab and project courses to be eligible to write semester end examinations. However, if the student is eligible for promotion based on the attendance, in case necessary, a shortage of internal marks up to a maximum of 10% may be condoned by the Principal based on the recommendations of the Heads of the Department.

**10.5** Students having shortage of internal marks up to a maximum of 10% shall have to pay requisite fee towards condonation.

**10.6** A student, who does not satisfy the attendance and/or internal marks requirement, shall have to repeat that semester.

**10.7** Eligible candidates who failed to register for all papers for the semester-end examinations shall not be permitted to continue the subsequent semester and has to repeat the semester for which he/she has not registered for semester end examinations.

## **11. EXAMINATIONS AND SCHEME OF EVALUATION**

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 Laboratory, on the basis of Internal Evaluation and Semester End Evaluation.

### **11.1 INTERNAL EXAMINATIONS:**

#### **11.1.1 Theory Courses:**

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

a) Two internal examinations each for 20 marks will be conducted in every theory course in a semester. The marks shall be awarded giving a weight-age of 2/3<sup>rd</sup> in the internal examination in which the student scores more marks and 1/3<sup>rd</sup> for the internal examination in which the student scores less marks. Duration for the examination is 90 minutes consisting of two sections. Section A consisting of five questions (each question answer must be one paragraph) carrying each one mark and Section B consisting of five questions out of which three questions are to be answered, each carrying five marks.

b) Remaining 20 marks is allotted for comprehensive assignment / Mini Project (10marks for Report and 10 marks for presentation and viva) in the respective subject. The student shall be informed regarding assignment / Project during first week of semester and they have to submit completed assignment / Project on or before 12<sup>th</sup> week of semester.

#### **11.1.2 Laboratory Courses:**

For Laboratory courses there shall be continuous evaluation during the semester for 40 internal marks. The distribution of internal marks is shown in Table 5.

**Table 5: Laboratory Internal Marks Distribution**

S. No	Criteria	Marks
1	Continuous Assessment	10
2	Record	10
3	Internal Examination	20

#### **11.1.3 Personality Development:**

Evaluation of Personality Development course in I semester through GD/Case Study/Role Play and Viva-Voce Examination for 50 marks along with second internal examinations and student must secure 50% marks in order to get the credit allotted.

#### **11.1.4 Industry Analysis and Startup Business Plan:**

Evaluation of Industry Analysis and Startup Business Plan courses in II and IV semesters for 50 marks as given below and student must secure 50% marks in order to get the credit allotted.

**Table 6: Industry Analysis and Startup Business Plan Internal Marks Distribution**

S. No	Criteria	Marks
1	Presentation	25
2	Viva-Voce	25

#### **11.1.5 Soft Skills:**

Evaluation of Soft Skills course in III semester through Written and Viva-Voce Examination for 50 marks along with second internal examinations and student must secure 50% marks in order to get the credit allotted.

#### **11.1.6 Major Project**

The Internal marks for project report is awarded on the basis of two components. The distribution of marks is shown in Table 7.

**Table 7: Major Project Internal Marks Distribution**

S. No	Criteria	Marks
1	Project Report	25
2	Presentation of Seminar on Project	15

**11.2 SEMESTER END EXAMINATIONS****11.2.1 Theory Courses:**

Each course is evaluated for 60 marks. The Semester end examinations shall be conducted for 3 hours duration. The question paper shall be given in the following pattern:

**Table 8: Pattern of the Question Paper**

S. No.	Pattern	Marks
1.	<b>Part-A</b> : Five questions (Five out of Eight to be answered, at least one question from each unit).	5X2= 10 Marks
2.	<b>Part-B</b> : Five questions (Either or choice Questions from each unit )	5X8 = 40 Marks
3.	<b>Part-C</b> : <b>One Case Study</b>	1X10 =10 Marks
	<b>Total</b>	<b>60 Marks</b>

**11.2.2 Lab Courses: 60 marks**

For laboratory courses evaluation is for 60 marks. The distribution of external marks is shown in Table 9:

**Table 9: Laboratory External Marks Distribution**

S. No	Criteria	Marks
1	Procedure	20
2	Program Execution	15
3	Result Analysis/Inference	10
4	Viva-Voce	15

**11.2.3 Comprehensive Viva (15MBA4151)**

The final comprehensive Viva will be done by the external examiner for 100 marks. The student will be examined on the basis of his/her knowledge in all the courses of MBA Programme, presentation skills and communication skills.



### **11.3 EVALUATION OF PROJECT WORK**

- a)** A Project Review Committee (PRC) shall be constituted with Head of the Department as chair person, project supervisor and two senior faculty members of the department.
- b)** Every candidate shall work on projects approved by the PRC of the College.
- c)** A student has to undertake project for a period of 6 weeks in a Corporate Enterprise during the summer vacation. The duration of the project work will be suggested by the PRC. The candidates should work only during that period 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.
- d)** The student should prepare a Project Report under the supervision of a guide from the faculty of the department.
- e)** Two copies of Project dissertation certified by the Project supervisor shall be submitted to the College.
- f)** The project report shall be adjudicated by one external examiner selected by the Principal. The HOD has to submit a panel of five examiners who are eminent in the respective fields.
- g)** The viva-voce examination of the project report shall be conducted by a board consisting of the External examiner, Head of the Department and Supervisor. The Candidate should have to secure minimum 50% marks in Project and viva-voce. Head of the Department shall coordinate and make arrangements for the conduct of viva-voce examination and may be conducted for two days if necessary.
- h)** If the candidate fails to secure minimum 50% of marks in the project (15MBA3151) he/she will not be eligible for the award of the degree, but on genuine grounds he may be allowed to revise and resubmit the same and appear for subsequent viva-voce examination. In a special case, if the candidate is not submitted his/her thesis due to ill health or any other reason permitted by the head of the institution, he/she will be given a chance to attend for the viva-voce examination conducted separately at a later date. The expenditure for conducting the viva-voce is completely borne by the candidate.

## 12. CONDITIONS FOR PASS AND AWARD OF DEGREE

### 12.1. CONDITION FOR PASS AND AWARD OF GRADES AND CREDITS

- a) A candidate shall be declared to have passed in individual theory course, if he/she secures a minimum of 50% aggregate marks (internal and semester end examination marks put together), subject to a minimum of 40% marks in semester end examination.
- b) A candidate shall be declared to be passed in individual lab/project course if he/she secures a minimum of 50% aggregate marks (internal and semester end examination marks put together), subject to a minimum of 50% marks in semester end examination.
- c) If a candidate secures minimum of 40% marks in theory courses in the semester end examination and 40% - 49% of the total marks in the semester end examination and internal evaluation taken together in some theory courses and secures an overall aggregate of 50% in all theory courses of that semester he/she declared to be passed in the theory courses of that semester in regular examination. This provision is applicable for regular candidates only during Regular Semester End Examinations.
- d) The candidate has to pass the failed course by appearing the examination when offered next as per the requirement for the award of the degree.
- e) On passing a course of a programme, the student shall earn assigned credits in that course.

### 12.2. METHOD OF AWARDING LETTER GRADES AND GRADE POINTS FOR A COURSE

A letter grade and grade points will be awarded to a student in each course based on his/her performance as per the grading system as shown in Table 10.

**Table 10: Grading System for Individual Theory/Lab/Project**

Theory	Lab/Project	Grade Points	Letter Grade
90% and above	90% and above	10	Ex
80 to < 90%	80 to < 90%	9	A+
70 to < 80%	70 to < 80%	8	A
60 to < 70%	60 to < 70%	7	B
50 to < 60%	55 to < 60%	6	C
45 to < 50%	50 to < 55%	5	D
40 to < 45%	--	4	E
< 40%	< 50%	0	F (Fail)
ABSENT	ABSENT	0	AB

### 12.3. CALCULATION OF SEMESTER GRADE POINTS AVERAGE (SGPA)\* AND AWARD OF DIVISION FOR THE PROGRAM

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

$$\text{SGPA} = \frac{\Sigma (\text{CR} \times \text{GP})}{\Sigma \text{CR}} \quad (\text{for all courses passed in semester})$$

Where CR= Credits of a course

GP = Grade points awarded for a course

\* SGPA is calculated for the candidates who passed all the courses in that semester.

### 12.4. CALCULATION OF CUMULATIVE GRADE POINTS AVERAGE (CGPA) FOR ENTIRE PROGRAMME.

The CGPA is calculated as below:

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

Where CR= Credits of a course

GP = Grade points awarded for a course

### 12.5 AWARD OF DIVISION

The award of division for MBA program for the candidates who were admitted into MBA in the year 2015-16 and onwards as shown in the Table 11.

**Table 11: Criteria for the Award of Division**

CGPA	DIVISION
$\geq 7.75$	First Class with Distinction
$\geq 6.5 - < 7.75$	First Class
$\geq 5.5 - < 6.5$	Second Class
$\geq 4 - < 5.5$	Pass class
$< 4$	Fail

- For the purpose of awarding First Class with Distinction CGPA obtained within 2 years – candidates admitted through APICET and Management Quota.
- Detained and break-in study candidates are not eligible for the award of First Class with Distinction.
- For the purpose of awarding First, Second and Pass Class, CGPA obtained in the examinations appeared within the maximum period allowed for the completion of course shall be considered.

## **12.6 TRANSITORY REGULATIONS**

A candidate, who is detained or discontinued in the semester, on readmission shall be required to pass all the courses in the curriculum prescribed for such batch of students in which the student joins subsequently and the academic regulations be applicable to him/her which have inforce at the time of his/her admission. However, exemption will be given to those candidates who have already passed in such courses in the earlier semester(s) and additional subjects are to be studied as approved by Board of Studies and ratified by Academic Council.

## **13. READMISSION CRITERIA**

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

## **14. BREAK IN STUDY**

Student, who discontinues the studies for what so ever may be the reason, can get readmission into appropriate semester of MBA programme after break-in study only with the prior permission of the Principal of the College provided such candidate shall follow the transitory regulations applicable to such batch in which he/she joins. An administrative fee of Rs. 2000/- per each year of break in study has to be paid by the candidate to condone his/her break in study.

## **15. ELIGIBILITY FOR AWARD OF MBA DEGREE**

The MBA Degree shall be conferred on a candidate who has satisfied the following requirement.

- A student should register himself/herself for 100 credits and should obtain all the 100 credits in order to become eligible for the award of MBA Degree.

## **16. CONDUCT AND DISCIPLINE**

- Students shall conduct themselves within and outside the premises of the Institute in a manner befitting the students of our Institution.
- As per the order of Honorable Supreme Court of India, ragging in any form is considered a criminal offence and is banned. Any form of ragging will be severely dealt with.

- 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 any where within or outside the campus.
  - ii. Willful damage or distribution of alcoholic drinks or any kind of narcotics or of fellow students/citizens.
- The following activities are not allowed within the campus.
  - i. Possession, consumption or distribution of alcoholic drinks or any kind of narcotics or hallucinogenic drugs.
  - ii. Mutilation or unauthorized possession of library books.
  - iii. Noisy and unseemly behavior, disturbing studies of fellow students.
  - iv. Hacking computer systems (such as entering into other person's areas without prior permission, manipulation and/or damage of computer hardware and software or any other cyber crime etc.
  - v. Students are not allowed to use cell phones in the campus.
  - vi. Plagiarism of any nature.
  - vii. Any other act of gross indiscipline as decided by the college from time to time.
- Commensurate with the gravity of offense, the punishment may be reprimand, fine, expulsion from the institute / hostel, debarment from a examination, disallowing the use of certain facilities of the Institute, rustication for a specified period or even outright expulsion from the Institute, or even handing over the case to appropriate law enforcement authorities or the judiciary, as required by the circumstances.
- For an offence committed in (i) a hostel (ii) a department or in a class room and (iii) elsewhere, the Chief Warden, the Head of the Department and the principal respectively, shall have the authority to reprimand or impose fine.
- Cases of adoption of unfair means and/or any malpractice in an examination shall be reported to the principal for taking appropriate action.
- Unauthorized collection of money in any form is strictly prohibited.
- Detained and Break-in-Study candidates are allowed into the campus for academic purposes only with permission from Authorities.

- Misconduct committed by a student outside the college campus but having the effect of damaging, undermining & tarnishing the image & reputation of the institution will make the student concerned liable for disciplinary action commensurate with the nature & gravity of such misconduct.
- The Disciplinary Action Committee constituted by the principal, shall be the authority to investigate the details of the offence, and recommend disciplinary action based on the nature and extent of the offence committed.
- “Grievance appeal Committee” (General) constituted by the principal shall deal with all grievances pertaining to the academic / administrative / disciplinary matters.
- All the students must abide by the code and conduct rules of the college.

## **17. MALPRACTICES**

- The Principal 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 Principal shall take necessary action, against the erring students basing on the recommendations of the committee.
- 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.

## **18. OTHER MATTERS**

**18.1** The physically challenged candidates who have availed additional examination time and a scribe during their Graduation/API CET examinations will be given similar concessions on production of relevant proof/documents.

**18.2** Students who are suffering from contagious diseases are not allowed to appear either internal or semester end examinations.

**18.3** The students who participated in coaching/tournaments held at state / National / International levels through University / Indian Olympic Association during end semester external examination period will be promoted to subsequent semesters till the entire course is completed as per the guidelines of University Grants Commission Letter No. F.1-5/88 (SPE/PES), dated 18-08-1994.

**18.4** The Principal shall deal with any academic problem, which is not covered under these rules and regulations, in consultation with the Heads of the Departments in an appropriate manner, and subsequently such actions shall be placed before the academic council for ratification. Any emergency modification of regulation, approved in the Heads of the Departments Meetings, shall be reported to the academic council for ratification.

### **19. AMENDMENTS TO REGULATIONS**

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