JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
(Established by an Act No.30 of 2008 of A.P. State Legislature)

Kukatpally, Hyderabad – 500 085, Andhra Pradesh (India)

R 15 - ACADEMIC REGULATIONS (CBCS) FOR MBA (REGULAR) DEGREE PROGRAMME

Applicable for the students of Master of Business Administration (MBA) (Regular) programme from the Academic Year *2015-16* and onwards

The MBA Degree of Jawaharlal Nehru Technological University Hyderabad shall be conferred on candidates who are admitted to the programme and who fulfill all the requirements for the award of the Degree.

1   ELIGIBILITY FOR ADMISSIONS

Admission to the above programme shall be made subject to eligibility and qualification as prescribed by the University from time to time.

Admissions shall be made on the basis of merit/rank obtained by the candidate qualified at ICET or Entrance Test conducted by the University or on the basis of any other order of merit as approved by the University, subject to reservations as laid down by the Govt. from time to time.

2   AWARD OF MBA DEGREE

2.1   A student shall be declared eligible for the award of the MBA Degree, if he pursues a course of study in not less than two and not more than four academic years. However, he is permitted to write the examinations for two more years after four academic years of course work, failing which he shall forfeit his seat in MBA programme.

2.2   The student shall register for all 88 credits and secure all the 88 credits.

2.3   The minimum instruction days in each semester are 90.

3   COURSE REGISTRATION

3.1   A 'Faculty Advisor or Counselor' shall be assigned to each student, who will advise him on the Post Graduate Programme (PGP), its Course Structure and Curriculum, Choice/Option for Subjects/ Courses, based on his competence, progress, pre-requisites and interest.

3.2   Academic Section of the College invites 'Registration Forms' from students with in 15 days from the commencement of classwork through 'ON-LINE SUBMISSIONS', ensuring 'DATE and TIME Stamping'. The ON-LINE Registration Requests for any 'CURRENT SEMESTER' shall be completed BEFORE the commencement of SEEs (Semester End Examinations) of the 'PRECEDING SEMESTER'.

3.3   A Student can apply for ON-LINE Registration, ONLY AFTER obtaining the 'WRITTEN APPROVAL' from his Faculty Advisor, which should be submitted to the College Academic Section through the Head of Department (a copy of it being retained with Head of Department, Faculty Advisor and the Student).

6.11 For Calculations listed in Item 7.6 – 7.10, performance in failed Subjects/ Courses (securing F Grade) will also be taken into account, and the Credits of such Subjects/ Courses will also be included in the multiplications and summations.

7. EVALUATION OF PROJECT/DISSERTATION WORK

Every candidate shall be required to submit a thesis or dissertation on a topic approved by the Project Review Committee.

7.1 A Project Review Committee (PRC) shall be constituted with Head of the Department as Chairperson, Project Supervisor and one senior faculty member of the Departments offering the MBA programme.

7.2 Registration of Project Work: A candidate is permitted to register for the project work after satisfying the attendance requirement of all the subjects, both theory and practical.

7.3 After satisfying 7.2, a candidate has to submit, in consultation with his Project Supervisor, the title, objective and plan of action of his project work to the PRC for approval. Only after obtaining the approval of the PRC the student can initiate the Project work.

7.4 If a candidate wishes to change his supervisor or topic of the project, he can do so with the approval of the PRC. However, the PRC shall examine whether or not the change of topic/supervisor leads to a major change of his initial plans of project proposal. If yes, his date of registration for the project work starts from the date of change of Supervisor or topic as the case may be.

7.5 A candidate shall submit his project status report in two stages at least with a gap of 3 months between them.

7.6 The work on the project shall be initiated at the beginning of the II year II Semester and the duration of the project is one semester. A candidate is permitted to submit Project dissertation only after successful completion of all theory and practical courses with the approval of PRC not earlier than the Academic Calendar of the Semester from the date of registration of the project work. For the approval of PRC the candidate shall submit the draft copy of the dissertation to the Head of the Department and make an oral presentation before the PRC.

7.7 After approval from the PRC, the soft copy of the dissertation should be submitted to the University for ANTI-PLAGIARISM for the quality check and the plagiarism report should be included in the final dissertation. If the copied information is less than 24%, then only dissertation will be accepted for submission.

7.8 Three copies of the dissertation certified by the supervisor shall be submitted to the College/School/Institute.

7.9 For Project Evaluation (Viva Voce) there is an internal marks of 25, the evaluation should be done by the PRC for 15 marks and Supervisor will evaluate for 10 marks. The Supervisor and PRC will examine the Problem Definition, Objectives, Scope of Work, Literature Survey in the same domain.

7.10 For Project Evaluation (Viva Voce) there is an external marks of 75 and the same evaluated by the External examiner appointed by the University. The candidate has to

7.11   If he fails to fulfill as specified in 7.10, he will reappear for the Viva-Voce examination only after three months. In the reappeared examination also, fails to fulfill, he will not be eligible for the award of the degree.

7.12   The dissertation shall be adjudicated by one examiner selected by the University.   For this, the Principal of the College shall submit a panel of 3 examiners, eminent in that field, with the help of the guide concerned and Head of the Department.

7.13   If the report of the examiner is not favourable, the candidate shall revise and resubmit the Dissertation. If the report of the examiner is unfavourable again, the dissertation shall be summarily rejected.

7.14   If the report of the examiner is favourable, Project Viva-Voce examination shall be conducted by a board consisting of the Supervisor, Head of the Department and the external examiner who adjudicated the dissertation.

7.15   The Head of the Department shall coordinate and make arrangements for the conduct of Project Viva- Voce examination.

8.   AWARD OF DEGREE AND CLASS

8.1   A Student who registers for all the specified Subjects/ Courses as listed in the Course Structure, satisfies all the Course Requirements, and passes the examinations prescribed in the entire PG Programme (PGP), and secures the required number of 88 Credits (with CGPA $\geq$ 6.0), shall be declared to have 'QUALIFIED' for the award of the MBA Degree as he admitted.

8.2   **Award of Class**

After a student has satisfied the requirements prescribed for the completion of the programme and is eligible for the award of MBA Degree, he shall be placed in one of the following three classes based on the CGPA:

Class Awarded	CGPA
First Class with Distinction	≥ 7.75
First Class	$6.75 \leq CGPA < 7.75$
Second Class	$6.00 \leq CGPA < 6.75$

8.3   A student with final CGPA (at the end of the PGP) < 6.00 will not be eligible for the Award of Degree.

9.   WITHHOLDING OF RESULTS

If the student has not paid the dues, if any, to the University or if any case of indiscipline is pending against him, the result of the student will be withheld and he will not be allowed into the next semester. His degree will be withheld in such cases.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MASTER OF BUSINESS ADMINISTRATION (MBA) R15

COURSE STRUCTURE AND SYLLABUS

I Year – I Semester

Category	Course Title	Int. marks	Ext. marks	L	P	C
Core Course II	MANAGEMENT AND ORGANISATIONAL BEHAVIOUR	25	75	3	-	3
Core Course II	BUSINESS LAWS & BUSINESS ENVIRONMENT	25	75	3	-	3
Core Course III	MANAGERIAL ECONOMICS	25	75	3	-	3
Core Course IV	FINANCIAL ACCOUNTING & ANALYSIS	25	75	3	-	3
Core Course V	STATISTICS FOR MANAGEMENT	25	75	3	-	3
Open Elective I	• CROSS CULTURE MANAGEMENT • WTO & IPR • TOTAL QUALITY MANAGEMENT • PROJECT MANAGEMENT	25	75	3	-	3
Laboratory	STATISTICAL DATA ANALYSIS - LAB	50	-	-	4	2
Seminar	BUSINESS COMMUNICATION- SEMINAR	50	-	-	4	2
Total Credits				**18**	**8**	**22**

I Year - II Semester

Category	Course Title	Int. marks	Ext. marks	L	P	C
Core Course I	HUMAN RESOURCE MANAGEMENT	25	75	3	-	3
Core Course II	MARKETING MANAGEMENT	25	75	3	-	3
Core Course III	FINANCIAL MANAGEMENT	25	75	3	-	3
Core Course IV	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	25	75	3	-	3
Core Course V	MIS & ERP	25	75	3	-	3
Open Elective I	• FOREIGN TRADE • BANKING,INSURANCE & RISK MANAGEMENT • LOGISTICS & SUPPLY CHAIN MANAGEMENT • MSME MANAGEMENT	25	75	3	-	3
Laboratory	ANNUAL REPORT ANALYSIS - LAB	50	-	-	4	2
Seminar	SUMMER INTERNSHIP - SEMINAR	50	-	-	4	2
Total Credits				**18**	**8**	**22**

II Year – I Semester

Category	Course Title	Int. marks	Ext. marks	L	P	C
Core Course I	PRODUCTION & OPERATIONS MANAGEMENT	25	75	3	-	3
Core Course II	STRATEGIC MANAGEMENT	25	75	3	-	3
Core Course III	RESEARCH METHDOLOGY	25	75	3	-	3
Core Elective I	(MRKG/HRM/FIN/SYS)	25	75	3	-	3
Core Elective II	(MRKG/HRM/FIN/SYS)	25	75	3	-	3
Core Elective III	(MRKG/HRM/FIN/SYS)	25	75	3	-	3
Seminar	PERSONAL EFFECTIVENESS - SEMINAR	50	-	-	4	2
Seminar	BUSINESS BEST PRACTICES AND SUCCESS STORIES OF EMERGING LEADERS - SEMINAR	50	-	-	4	2
Total Credits				**18**	**8**	**22**

II Year - II Semester

Category	Course Title	Int. marks	Ext. marks	L	P	C
Core Course I	ENTREPRENUERSHIP	25	75	3	-	3
Core Course II	MANAGEMENT OF TECHNOLOGY	25	75	3	-	3
Core Elective IV	(MRKG/HRM/FIN/SYS)	25	75	3	-	3
Core Elective V	(MRKG/HRM/FIN/SYS)	25	75	3	-	3
Core Elective VI	(MRKG/HRM/FIN/SYS)	25	75	3	-	3
Seminar	PRE SUBMISSION OF PROJECT –SEMINAR	50	-	-	4	2
	COMPREHENSIVE VIVA	-	100	-	4	2
	PROJECT	25	75	-		3
Total Credits				15	8	22

CORE ELECTIVE STREAMS (choose any one stream subjects as Core Electives)

MARKETING ELECTIVES
CONSUMER BEHAVIOUR
SALES AND DISTRIBUTION
INTEGRATED MARKETING COMMUNICATIONS
RETAILING MANAGEMENT
SERVICES MARKETING
INTERNATIONAL MARKETING
FINANCE ELECTIVES
STRATEGIC MANAGEMENT ACCOUNTING
SECURITY ANALYSIS AND PORTFOLIO MANAGEMENT
FINANCIAL INSTITUTIONS, MARKETS & SERVICES
STRATEGIC INVESTMENT AND FINANCING DECISIONS
INTERNATIONAL FINANCIAL MANAGEMENT
FINANCIAL DERIVATIVES
HR ELECTIVES
PERFORMANCE MANAGEMENT
TRAINING AND DEVELOPMENT
MANAGEMENT OF INDUSTRIAL RELATIONS
COMPENSATION & REWARD MANAGEMENT
INTERNATIONAL HUMAN RESOURCE MANAGEMENT
LEADERSHIP & CHANGE MANAGEMENT
SYSTEMS ELECTIVES
BUSINESS INTELLIGENCE
DATABASE MANAGEMENT SYSTEMS
DECISION SUPPORT SYSTEMS
E-BUSINESS
KNOWLEDGE MANAGEMENT
INFORMATION SYSTEMS, CONTROL AND AUDIT

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

(Established by Act No.30 of 2008)

Kukatpally, Hyderabad–500085, Telangana State (India)

Academic Regulations of MBA (Regular/Full Time) Programme Under Choice Based Credit System (CBCS) 2017-18 (R17)

(Effective for the students admitted into I year from the Academic Year 2017-18 and onwards)

1.0 Post-Graduate Degree Programme in Management (PGP in Management) Jawaharlal Nehru Technological University Hyderabad (JNTUH) offers **Two** Years (**Four** Semesters) full-time Master of Business Administration (**MBA**) Degree programme, under CBCS at its constituent (non- autonomous) and affiliated colleges.

2.0 Eligibility for Admissions

2.1 Admission to the MBA programme shall be made subject to eligibility, qualification prescribed by the University from time to time.

2.2 Admission to the post graduate degree programme shall be made on the basis of either the merit rank or Percentile obtained by the qualified student in the relevant qualifying Examination/ the merit rank obtained by the qualified student in an entrance test conducted by Telangana State Government (ICET) for MBA programme / an entrance test conducted by JNTUH/ on the basis of any other exams approved by the University, subject to reservations as laid down by the Govt. from time to time.

2.3 The medium of instructions for MBA Programme will be **ENGLISH** only.

3.0 MBA Programme (PGP in Management) Structure

3.1 The MBA Programme of JNTUH is in Semester pattern, with **Four** Semesters consisting of **Two** academic years, each academic year having **Two** Semesters (First/Odd and Second/Even Semesters). Each Semester shall be of 22 weeks duration (inclusive of Examinations), with a minimum of 90 instructional days per Semester.

3.2 The student shall not take more than four academic years to fulfill all the academic requirements for the award of MBA degree from the date of commencement of first year first semester, failing which the student shall forfeit the seat in MBA programme.

3.3 **UGC/AICTE** specified definitions/descriptions are adopted appropriately for various terms and abbreviations used in these PG academic regulations, as listed below:

3.3.1 Semester Scheme

Each Semester shall have 'Continuous Internal Evaluation (CIE)' and 'Semester End Examination (SEE)'. Choice Based Credit System (CBCS) and Credit Based Semester System (CBSS) are taken as 'references' for the present set of Regulations. The terms 'SUBJECT' and 'COURSE' imply the same meaning here and refer to 'Theory Subject', or 'Lab Course', or 'Seminar', or 'Comprehensive Viva', or 'Project' as the case may be.

3.3.2 Credit Courses

All subjects/courses are to be registered by the student in a semester to earn credits which shall be assigned to each subject/course in an L: T: P: C (Lecture Periods: Tutorial Periods: Practical Periods: Credits) structure based on the following general pattern:

- One credit for one hour/week/semester for theory/lecture (L) courses

- One credit for two hours/ week/semester for laboratory/ practical (P) courses or tutorials (T)

Other student activities like study tour, guest lecture, conference/workshop participations, technical paper presentations, and identified mandatory courses, if any, will not carry credits.

3.3.3 Subject Course Classification

All subjects/courses offered for the MBA Degree Programme is broadly classified as follows. The University has followed in general the guidelines issued by AICTE/UGC.

S.No.	Broad Course Classification	Course Group/ Category	Course Description
1	Core Courses (CoC)	CC- Core Courses	Includes subjects related to the parent discipline / department
		Project Work	MBA Project or PG Project or Major Project
		Seminar / Pre Submission of Project Work /Summer Internship	Seminar/Colloquium based on core contents related to parent discipline/department
		Comprehensive Viva-Voce	Viva-voce covering all the PG subjects studied during the course work and related aspects
2	Elective Courses (ElE)	PE - Professional Electives	Includes elective subjects related to the parent discipline/department
		OE - Open Electives	Elective subjects which include inter-disciplinary subjects or subjects in an area outside the parent discipline/department
Total number of Credits			

4.0 Course Registration

4.1 A 'Faculty Advisor or Counselor' shall be assigned to each specialization, who will advise on the MBA, its Course Structure and Curriculum, Choice/Option for Subjects/ Courses, based on his competence, progress, pre-requisites and interest.

4.2 The Academic Section of the College invites 'Registration Forms' from students within 15 days from the commencement of class work through 'ON-LINE SUBMISSIONS', ensuring 'DATE and TIME Stamping'. The ON-LINE Registration Requests for any 'CURRENT SEMESTER' shall be completed BEFORE the commencement of SEEs (Semester End Examinations) of the 'PRECEDING SEMESTER'.

no Grade allotment will be made for such subject(s). However, he is eligible for re-registration of such subject(s) in the subsequent semester(s), as and when next offered, with the academic regulations of the batch into which he is re-registered, by paying the prescribed fees per subject. In all these re-registration cases, the student shall have to secure a fresh set of internal marks and Semester End Examination marks for performance evaluation in such subject(s), and SGPA/CGPA calculations.

6.7 A student eligible to appear for the Semester End Examination in any subject, but absent from it or failed (failing to secure 'B' Grade or above), may reappear for that subject at the supplementary examination as and when conducted. In such cases, his Internal Marks assessed earlier for that subject will be carried over, and added to the marks secured in the supplementary examination, for the purpose of evaluating his performance in that subject.

6. 8 A Student who fails to earn 88 credits as per the specified course structure, and as indicated above, within **four** academic years from the date of commencement of his first year first semester, shall forfeit his seat in MBA programme and his admission **shall stand cancelled.**

7.0 **Evaluation - Distribution and Weightage of Marks**

The performance of a student in each semester shall be evaluated subject- wise (irrespective of credits assigned) for a maximum of 100 marks. The MBA project work (main project viva voce) will also be evaluated for 100 marks.

7.1 For the theory subjects 75 marks shall be awarded for the performance in the Semester End Examination and 25 marks shall be awarded for Continuous Internal Evaluation (CIE). The Continuous Internal Evaluation shall be made based on the average of the marks secured in the two Mid-Term Examinations conducted, first Mid-Term examinations in the middle of the Semester and second Mid-Term examinations during the last week of instruction. Each Mid-Term Examination shall be conducted for a total duration of 120 minutes with Part 'A' as compulsory consisting of 5 questions carrying 2 marks each (10 marks), and Part 'B' with 3 questions to be answered out of 5 questions, each question carrying 5 marks (15 marks). The details of the Question Paper pattern for Semester End Examination (Theory) are given below:

- The Semester End Examination will be conducted for 75 marks. It consists of two parts. i).Part A for 25 marks, ii). Part B for 50 marks.

- Part A is compulsory and consists of 5 questions, one from each unit and carrying 5 marks each.

- Part B consists of 5 questions carrying 10 marks each. There will be two questions from each unit and only one should be answered.

7.2 *For practical subjects, 100 marks shall be awarded for candidate's performance in the semester end examination as internal Marks. The semester end examination is conducted by the MBA Department itself. A candidate has to secure a minimum of 50% of marks to be declared successful. If he fails to obtain the minimum marks, he has to reappear for the same during the supplementary examinations as and when conducted, subject to item 3.2.*

7.3 There shall be a summer internship in I Year II Semester. Summer internship Report has to

be submitted to the department after approval by the concerned supervisor/mentor and the Head of the department. Summer internship Report is evaluated for 100 marks. The report has to be evaluated by the Head, Supervisor/ mentor and a senior faculty of the department. A candidate has to secure a minimum of 50% of marks to be declared successful. If he fails to obtain the minimum marks, he has to reappear for the same during the supplementary examinations as and when conducted, subject to item 3.2.

7.4 There shall be a Comprehensive Viva-Voce after completion of II Mid-term examinations of II year II Semester. The Comprehensive Viva-Voce is intended to assess the student's understanding of various subjects he has studied during the MBA course of study. The Head of the Department shall be associated with the conduct of the Comprehensive Viva-Voce through a Committee. The Committee shall consist of Head of the Department, one senior faculty member and an external examiner. The external examiner shall be appointed by the Principal of the college concerned and this is to be informed to the Director of Evaluation within two weeks. The external examiner should be selected from outside the College concerned but within the cluster. No external examiner should be appointed from any other College in the same cluster/any other cluster which is run by the same Management. There are no internal marks for the Comprehensive Viva-Voce and it is evaluated for a maximum of 100 marks. A candidate has to secure a minimum of 50% of marks to be declared successful. If he fails to obtain the minimum marks, he has to reappear for the viva-voce during the supplementary examinations.

7.5 Every candidate shall be required to submit a thesis or dissertation on a topic approved by the Project Review Committee.

7.6 A Project Review Committee (PRC) shall be constituted with the Head of the Department as Chairperson, Project Supervisor and one senior faculty member of the Departments offering the MBA programme.

7.7 Registration of Project Work: A candidate is permitted to register for the project work after satisfying the attendance requirement in all the subjects, both theory and practicals upto II Year I Semester.

7.8 After satisfying 7.7, a candidate has to present pre submission of project work during II year II semester. For pre submission of project work, a student, in consultation with his Project Supervisor, has to present the title, objective, and plan of action of his project work to the Project Work Review Committee (PRC) for approval within two weeks from the commencement of Second year Second Semester. Only after obtaining the approval of the PRC can the student initiate the Project work. For pre submission of project work there will be only internal evaluation for 100 marks. Evaluation should be done by the PRC for 50 marks and the Supervisor will evaluate the work for the other 50 marks. A candidate has to secure a minimum of 50% of marks to be declared successful. If he fails to obtain the minimum marks, he has to reappear for the same during the supplementary examinations as and when conducted, subject to item 3.2.

7.9 If a candidate wishes to change his supervisor or topic of the project, he can do so with the approval of the PRC. However, the PRC shall examine whether or not the change of topic/supervisor leads to a major change of his initial plans of project proposal. If yes, his date of registration for the project work starts from the date of change of Supervisor or topic as the case may be.

7.10 The work on the project shall be initiated at the beginning of the II year II Semester and the

duration of the project is one semester. A candidate is permitted to submit Project Thesis only after successful completion of all theory and practical courses with the approval of PRC not earlier than 20 weeks from the date of approval of the project work. For the approval of PRC the candidate shall submit the draft copy of thesis to the Head of the Department and make an oral presentation before the PRC.

7.11 After approval from the PRC, a soft copy of the thesis should be submitted for <u>ANTI-PLAGIARISM</u> check and the plagiarism report should be submitted to the University and be included in the final thesis. The Thesis will be accepted for submission, if the similarity index is less than **30%**. If the similarity index has more than the required percentage, the student is advised to modify accordingly and re-submit the soft copy of the thesis after one month. The maximum number of re-submissions of thesis after plagiarism check is limited to TWO. The candidate has to register for the Project work and work for *one semester.* After three attempts, the admission is liable to be cancelled. The college authorities are advised to make plagiarism check of every soft copy of theses before submissions.

7.12 Three copies of the Project Thesis certified by the supervisor shall be submitted to the College/School/Institute, after submission of a research paper related to the project work in a UGC approved journal. A copy of the submitted research paper shall be attached to thesis.

7.13 The thesis shall be adjudicated by an external examiner selected by the University.   For this, the Principal of the College/School/Institute shall submit a panel of **three** examiners from among the list of experts in the relevant specialization as submitted by the supervisor concerned and Head of the Department.

7.14 If the report of the external examiner is unsatisfactory, the candidate shall revise and resubmit the Thesis. If the report of the examiner is unsatisfactory again, the thesis shall be summarily rejected. Subsequent actions for such dissertations may be considered, only on the specific recommendations of the external examiner and /or Project work Review Committee. No further correspondence in this matter will be entertained, if there is no specific recommendation for resubmission.

7.15 If the report of the external examiner is satisfactory, the Head of the Department shall coordinate and make arrangements for the conduct of Main Project Viva - Voce examination. The Main Project Viva-Voce examination will be evaluated for 100 marks. The Main Project Viva-Voce examination shall be conducted by a board consisting of the Supervisor, Head of the Department and the external examiner who adjudicated the Thesis. The candidate has to secure a minimum of 50% of marks in Main Project Viva-Voce examination.

7.16 If he fails to fulfill the requirements as specified in 7.15, he will reappear for the Main Project Viva-Voce examination only after three months. In the reappeared examination also, if he fails to fulfill the requirements, he will not be eligible for the award of the degree, unless he is asked to revise and resubmit his project work by the board within a specified time period (within **four** years from the date of commencement of his first year first semester).

7.17 The Main Project Viva-Voce External examination marks must be submitted to the University on the day of the examination.

8.0   **Re-Admission/Re-Registration**

8.1   **Re-Admission for Discontinued Student**

A student, who has discontinued the MBA degree programme due to any reason whatsoever, may be considered for **'readmission'** into the same degree programme (with the same specialization) with the academic regulations of the batch into which he gets readmitted, with prior permission from the authorities concerned, subject to item 6.6.

8.2   If a student is detained in a subject (s) due to shortage of attendance in any semester, he may be permitted to **re-register** for the same subject(s) in the same category (core or elective group) or equivalent subject, if the same subject is not available, as suggested by the Board of Studies of that department, as and when offered in the subsequent semester(s), with the academic regulations of the batch into which he seeks re-registration, with prior permission from the authorities concerned, subject to item 3.2.

8.3   A candidate shall be given one chance to re-register for a maximum of two subjects, if the internal marks secured by a candidate are less than 50% and failed in those subjects. A candidate must re-register for failed subjects within four weeks of commencement of the class work and secure the required minimum attendance. In the event of the student taking this chance, his Continuous Internal Evaluation (internal) marks and Semester End Examination marks obtained in the previous attempt stand cancelled.

9.0   **Examinations and Assessment - The Grading System**

9.1   <mark>Grades will be awarded to indicate the performance of each student in each Theory Subject, or Lab/Practicals, or Seminar, or Project, etc.,</mark> based on the % of marks obtained in CIE + SEE (Continuous Internal Evaluation + Semester End Examination, both taken together) as specified in Item 7 above, and a corresponding Letter Grade shall be given.

9.2   As a measure of the student's performance, a 10-point Absolute Grading System using the following Letter Grades (UGC Guidelines) and corresponding percentage of marks shall be followed:

% of Marks Secured in a subject/Course (Class Intervals)	Letter Grade (UGC Guidelines)	Grade Points
90% and above ($\geq 90\%$, $\leq 100\%$)	O (Outstanding)	10
Below 90% but not less than 80% ($\geq 80\%$, $<90\%$)	A$^+$ (Excellent)	9
Below 80% but not less than 70% ($\geq 70\%$, $<80\%$)	A (Very Good)	8
Below 70% but not less than 60% ($\geq 60\%$, $<70\%$)	B$^+$ (Good)	7
Below 60% but not less than 50% ($\geq 50\%$, $<60\%$)	B (above Average)	6
Below 50% ($< 50\%$)	F (FAIL)	0
Absent	**Ab**	**0**

9.3   A student obtaining F Grade in any Subject is deemed to have 'failed' and is required to reappear as 'Supplementary Candidate' for the Semester End Examination (SEE), as and when conducted. In such cases, his Internal Marks (CIE Marks) in those subjects will remain as obtained earlier.

9.4   If a student has not appeared for the examinations, 'Ab' Grade will be allocated to him for any subject and shall be considered 'failed' and will be required to reappear as

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MASTER OF BUSINESS ADMINISTRATION (MBA) R17
Effective from Academic Year 2017- 18 admitted batch

COURSE STRUCTURE AND SYLLABUS

I Semester

Course Code	Course Title	Int. marks	Ext. marks	L	T	P	C
17MBA01	Management and Organisational Behaviour	25	75	3	1	0	4
17MBA02	Business Economics	25	75	3	1	0	4
17MBA03	Financial Accounting & Analysis	25	75	3	1	0	4
17MBA04	Business Statistics	25	75	3	1	0	4
17MBA05	Business Law and Ethics	25	75	3	1	0	4
OPEN ELECTIVE-I 17MBA06	6A Business Research Methodology 6B Project Management 6C Technology Management 6D Rural Marketing	25	75	3	0	0	3
17MBA07	Business Communication - Lab	100	-	0	0	3	2
	TOTAL	**250**	**450**	**18**		**5**	**25**

II Semester

Course Code	Course Title	Intl marks	Ext marks	L	T	P	C
17MBA08	Human Resource Management	25	75	3	1	0	4
17MBA09	Marketing Management	25	75	3	1	0	4
17MBA10	Financial Management	25	75	3	1	0	4
17MBA11	Quantitative Analysis for Business Decisions	25	75	3	1	0	4
17MBA12	Entrepreneurship	25	75	3	1	0	4
OPEN ELECTIVE-II 17MBA13	13A Total Quality Management 13B Corporate Governance 13C International Business 13D Supply Chain Management	25	75	3	0	0	3
17MBA14	Summer Internship	100	-	0	0	3	2
	TOTAL	**250**	**450**	**15**	**7**	**3**	**25**

III Semester

Course Code	Course Title	Intl marks	Ext marks	L	T	P	C
17MBA15	Production & Operations Management	25	75	3	1	0	4
17MBA16	Management Information Systems	25	75	3	1	0	4
17MBA17	Data Analytics	25	75	3	1	0	4

17MBA18 M1/H1/FI/E1	(MRKG/HRM/FIN/ Entrepreneurship)	25	75	3	0	0	3
17MBA19 M2/H2/F2/E2	(MRKG/HRM/FIN/ Entrepreneurship)	25	75	3	0	0	3
17MBA20 M3/H3/F3/E3	(MRKG/HRM/FIN/ Entrepreneurship)	25	75	3	0	0	3
TOTAL		150	450	18	3	0	21

IV Semester

Course Code	Course Title	Intl marks	Ext marks	L	T	P	C
17MBA21	Strategic Management	25	75	3	1	0	4
17MBA22 M4/H4/F4/E4	(MRKG/HRM/FIN/ Entrepreneurship)	25	75	3	0	0	3
17MBA23 M5/H5/F5/E5	(MRKG/HRM/FIN/ Entrepreneurship)	25	75	3	0	0	3
17MBA24 M6/H6/F6/E6	(MRKG/HRM/FIN/ Entrepreneurship)	25	75	3	0	0	3
17MBA25	Pre Submission of Project Work	100	-	0	1	1	1
17MBA26	Comprehensive Viva-Voce	-	100	0	1	1	1
17MBA27	Main Project Viva-Voce	50	150	0	2	3	2
TOTAL		250	550	12	5	5	17

LIST OF ELECTIVE SUBJECTS

Students have to select any One Specialization (Marketing, Finance, Human Resources, and Entrepreneurship) and he/she needs to select the Core Elective subjects listed under the chosen specialization only.

Course Code	MARKETING	Credits
17MBA18 M1	Digital Marketing	3
17MBA19 M2	Advertising and Sales Management	3
17MBA20 M3	Consumer Behaviour	3
17MBA22M4	Customer Relationship Management	3
17MBA23M5	International Marketing	3
17MBA24M6	Marketing of Services	3
	FINANCE	
17MBA18F1	Security Analysis and Portfolio Management	3
17MBA19F2	Financial Institutions, Markets & Services	3
17MBA20F3	Strategic Management Accounting	3
17MBA22F4	International Financial Management	3
17MBA23F5	Strategic Investment and Financing Decisions	3
17MBA24F6	Risk Management	3
	HUMAN RESOURCES	
17MBA18H1	Performance Management Systems	3
17MBA19H2	Learning and Development	3

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
(Established by Act No.30 of 2008)
Kukatpally, Hyderabad–500085, Telangana State (India)

Academic Regulations of MBA (Regular/Full Time) Programme
Under Choice Based Credit System (CBCS) 2019-20 (R19)

(Effective for the students admitted into I year from the Academic Year 2019-20 and onwards)

1.0   Jawaharlal Nehru Technological University Hyderabad (JNTUH) offers **Two** Years (**Four** Semesters) full-time Master of Business Administration (**MBA**) Degree programme, under CBCS at its constituent (non- autonomous) unit and affiliated colleges.

2.0   **Eligibility for Admissions**

2.1   Admission to the MBA programme shall be made subject to eligibility, qualification prescribed by the University from time to time.

2.2   Admission to the MBA programme shall be made on the basis of either the merit rank or Percentile obtained by the qualified student in the relevant qualifying Examination/ the merit rank obtained by the qualified student in an entrance test conducted by Telangana State Government (ICET) for MBA programme / an entrance test conducted by JNTUH/ on the basis of any other exams approved by the University, subject to reservations as laid down by the Govt. from time to time.

2.3   The medium of instructions for MBA Programme will be **ENGLISH** only.

3.0   **MBA Programme Structure**

3.1   The MBA Programme of JNTUH is in Semester pattern, with **Four** Semesters consisting of **Two** academic years, each academic year having **Two** Semesters (First/Odd and Second/Even Semesters). Each Semester shall be of 22 weeks duration (inclusive of Examinations), with a minimum of 90 instructional days per Semester.

3.2   The student shall not take more than four academic years to fulfill all the academic requirements for the award of MBA degree from the date of commencement of first year first semester, failing which the student shall forfeit the seat in MBA programme.

3.3   **UGC/AICTE** specified definitions/descriptions are adopted appropriately for various terms and abbreviations used in these PG academic regulations, as listed below:

3.3.1   **Semester Scheme**

Each Semester shall have 'Continuous Internal Evaluation (CIE)' and 'Semester End Examination (SEE)'. Choice Based Credit System (CBCS) and Credit Based Semester System (CBSS) are taken as 'references' for the present set of Regulations. The terms 'SUBJECT' and 'COURSE' imply the same meaning here and refer to 'Theory Subject', or 'Lab Course', or 'Seminar', or 'Internship', or 'Project' as the case may be.

3.3.2   **Credit Courses**

All subjects/courses are to be registered by the student in a semester to earn credits which shall be assigned to each subject/course in an L: T: P: C (Lecture Periods: Tutorial Periods: Practical Periods: Credits) structure based on the following general pattern:

- One credit for one hour/week/semester for theory/lecture (L) courses

- One credit for two hours/ week/semester for laboratory/ practical (P) courses or tutorials (T)

Other student activities like study tour, guest lecture, conference/workshop participations, technical paper presentations, and identified mandatory courses, if any, will not carry credits.

3.3.3   Subject Course Classification

All subjects/courses offered for the MBA Degree Programme is broadly classified as follows. The University has followed in general the guidelines issued by AICTE/UGC.

S.No.	Broad Course Classification	Course Group/ Category	Course Description
1	Core Courses (CoC)	CC - Core Courses	Includes subjects related to the management
		Project Work	MBA Project or PG Project or Major Project
		Seminar /Pre-Submission Project Seminar / Summer Internship	Seminar based on core contents related to management
2	Elective Courses (EiE)	PE - Professional Electives	Includes elective subjects related to the specialization
		OE - Open Electives	Elective subjects which include inter-disciplinary subjects

4.0   Course Registration

4.1   A 'Faculty Advisor or Counselor' shall be assigned to each specialization, who will advise on the MBA, its Course Structure and Curriculum, Choice/Option for Subjects/ Courses, based on his competence, progress, pre-requisites and interest.

4.2   The Academic Section of the College invites 'Registration Forms' from students within 15 days from the commencement of class work through 'ON-LINE SUBMISSIONS', ensuring 'DATE and TIME Stamping'. The ON-LINE Registration Requests for any 'CURRENT SEMESTER' shall be completed BEFORE the commencement of SEEs (Semester End Examinations) of the 'PRECEDING SEMESTER'.

4.3   A Student can apply for ON-LINE Registration, ONLY AFTER obtaining the 'WRITTEN APPROVAL' from his Faculty Advisor, which should be submitted to the College Academic Section through the Head of Department (a copy of it being retained with Head of Department, Faculty Advisor and the Student).

4.4   If the Student submits ambiguous choices or multiple options or erroneous entries during ON-LINE Registration for the Subject(s) / Course(s) under a given/ specified Course Group/ Category as listed in the Course Structure, only the first mentioned Subject/ Course in that Category will be taken into consideration.

4.5   Subject/ Course Options exercised through ON-LINE Registration are final and CANNOT be changed, nor can they be inter-changed; further, alternate choices also will not be considered. However, if the Subject/ Course that has already been listed for Registration by the University in a Semester could not be offered due to unforeseen or unexpected reasons, then the Student will be allowed to have alternate choice either for a new Subject, if it is offered, or for another existing Subject (subject to availability of seats). Such alternate arrangements will be made by the Head of Department, with due notification and time-framed schedule, within the FIRST WEEK from the commencement of Class-work for that Semester.

5.0   Attendance Requirements

The programmes are offered on the basis of a unit system with each subject being considered a unit. Attendance is calculated separately for each subject.

6.4 Marks and Letter Grades obtained in all those subjects covering the above specified **102** credits alone shall be considered for the calculation of final CGPA, which will be indicated in the Grade Card /Marks Memo of second year second semester.

6.5 If a student registers for extra subject(s) (in the parent specialization or other specializations of Management) other than those listed subjects totaling to **102** credits as specified in the course structure, the performance in extra subject(s) (although evaluated and graded using the same procedure as that of the required **102** credits) will not be considered while calculating the SGPA and CGPA. For such extra subject(s) registered, percentage of marks and Letter Grade alone will be indicated in the Grade Card/Marks Memo, as a performance measure, subject to completion of the attendance and academic requirements as stated in items 5 and 6.1 - 6.3.

6.6 When a student is detained due to shortage of attendance in any subject(s) in any semester, no Grade allotment will be made for such subject(s). However, he is eligible for re-registration of such subject(s) in the subsequent semester(s), as and when next offered, with the academic regulations of the batch into which he is re-registered, by paying the prescribed fees per subject. In all these re-registration cases, the student shall have to secure a fresh set of internal marks and Semester End Examination marks for performance evaluation in such subject(s), and SGPA/CGPA calculations.

6.7 A student eligible to appear for the Semester End Examination in any subject, but absent from it or failed (failing to secure 'B' Grade or above), may reappear for that subject at the supplementary examination as and when conducted. In such cases, his Internal Marks assessed earlier for that subject will be carried over, and added to the marks secured in the supplementary examination, for the purpose of evaluating his performance in that subject.

6. 8 A Student who fails to earn **102** credits as per the specified course structure, and as indicated above, within **four** academic years from the date of commencement of his first year first semester, shall forfeit his seat in MBA programme and his admission **shall stand cancelled.**

7.0 **Evaluation - Distribution and Weightage of Marks**

The performance of a student in each semester shall be evaluated subject- wise (irrespective of credits assigned) for a maximum of 100 marks. The MBA project work (main project viva voce) will also be evaluated for 100 marks.

7.1 For the theory subjects 75 marks shall be awarded for the performance in the Semester End Examination and 25 marks shall be awarded for Continuous Internal Evaluation (CIE). The Continuous Internal Evaluation shall be made based on the average of the marks secured in the two Mid-Term Examinations conducted, first Mid-Term examinations in the middle of the Semester and second Mid-Term examinations during the last week of instruction. Each Mid-Term Examination shall be conducted for a total duration of 120 minutes with Part 'A' as compulsory consisting of 5 questions carrying 2 marks each (10 marks), and Part 'B' with 3 questions to be answered out of 5 questions, each question carrying 5 marks (15 marks). The details of the Question Paper pattern for Semester End Examination (Theory) are given below:

- The Semester End Examination will be conducted for 75 marks. It consists of two parts.
  i) Part A for 25 marks, ii) Part B for 50 marks.

- Part A is compulsory and consists of 5 questions, one from each unit and carrying 5 marks each.

- Part B consists of 5 questions carrying 10 marks each. There will be two questions from each unit and only one should be answered.

7.2 For practical subjects, 75 marks shall be awarded for performance in the Semester End Examinations and 25 marks shall be awarded for day-to-day performance as Internal Marks.

For conducting laboratory end examinations, one internal examiner and one external examiner are to be appointed by the Principal of the College and this is to be informed to the Director of Evaluation within two weeks, before commencement of the lab end examinations. The external examiner should

be selected from outside the College concerned but within the cluster. No external examiner should be appointed from any other College in the same cluster/any other cluster which is run by the same Management. A candidate has to secure a minimum of 50% of marks to be declared successful. If he fails to obtain the minimum marks, he has to reappear for the same during the supplementary examinations as and when conducted, subject to item 3.2.

7.3   There shall be a summer internship during the summer vacation of I Year II Semester and the evaluation is done in II Year I Semester. Summer internship Report has to be submitted to the department after approval by the concerned supervisor/mentor and the Head of the department. Summer internship Report is evaluated for 100 marks. The report has to be evaluated by the Head, Supervisor/ mentor and a senior faculty of the department. A candidate has to secure a minimum of 50% of marks to be declared successful. If he fails to obtain the minimum marks, he has to reappear for the same during the supplementary examinations as and when conducted, subject to item 3.2.

7.4   Every candidate shall be required to submit a thesis or dissertation on a topic approved by the Project Review Committee.

7.5   A Project Review Committee (PRC) shall be constituted with the Head of the Department as Chairperson, Project Supervisor and one senior faculty member of the Departments offering the MBA programme.

7.6   Registration of Project Work: A candidate is permitted to register for the project work at the beginning of II Year II Semester after satisfying the attendance requirement in all the subjects, both theory and laboratories upto II Year I Semester. The duration of the project work is one semester.

7.7   After satisfying 7.6, a student, in consultation with his Project Supervisor, has to present the title, objective, and plan of action of his project work to the Project Review Committee (PRC) for approval within two weeks from the commencement of II Year II Semester. The student can initiate the Project work after obtaining the approval of the PRC. The Supervisor and PRC will examine the progress of the Project Work during pre-submission project seminar. For the subject 'pre-submission project seminar', there will be only internal evaluation for 100 marks. Evaluation shall be done by the PRC for 50 marks and the Supervisor shall evaluate the work for another 50 marks. A candidate has to secure a minimum of 50% of marks to be declared successful. If he fails to obtain the minimum marks, he has to reappear for the same during the supplementary examination as and when notification is issued, subject to item 3.2. Pre-submission project seminar has to be conducted along with 1st and 2nd mid-term examinations.

7.8   If a candidate wishes to change his supervisor or topic of the project, he can do so with the approval of the PRC. However, the PRC shall examine whether or not the change of topic/supervisor leads to a major change of his initial plans of project proposal. If yes, his date of registration for the project work starts from the date of change of Supervisor or topic as the case may be.

7.9   A candidate is permitted to submit project thesis with the approval of PRC not earlier than 16 weeks from the date of commencement of fourth semester. For the approval of PRC the candidate shall submit the draft copy of thesis to the Head of the Department and make an oral presentation before the PRC during the Pre-submission project seminar at 2nd mid-term examinations.

7.10   After approval from the PRC, a soft copy of the thesis should be submitted for ANTI-PLAGIARISM check and the plagiarism report should be submitted to the University and be included in the final thesis. The Thesis will be accepted for submission, if the similarity index is less than **30%**. If the similarity index has more than the required percentage, the student is advised to modify accordingly and re-submit the soft copy of the thesis after one month. The maximum number of re-submissions of thesis after plagiarism check is limited to TWO. The candidate has to register for the Project work and work for one semester. After three attempts, the admission is liable to be cancelled. The college authorities are advised to make plagiarism check of every soft copy of theses before submissions.

7.11   Three copies of the Project Thesis certified by the supervisor shall be submitted to the College/School/Institute.

7.12   The thesis shall be adjudicated by an external examiner selected by the University. For this, the

Principal of the College/School/Institute shall submit a panel of **three** examiners from among the list of experts in the relevant specialization as submitted by the supervisor concerned and Head of the Department.

7.13 If the report of the external examiner is unsatisfactory, the candidate shall revise and resubmit the Thesis. If the report of the examiner is unsatisfactory again, the thesis shall be summarily rejected. Subsequent actions for such dissertations may be considered, only on the specific recommendations of the external examiner and /or Project Review Committee. No further correspondence in this matter will be entertained, if there is no specific recommendation for resubmission.

7.14 If the report of the external examiner is satisfactory, the Head of the Department shall coordinate and make arrangements for the conduct of Main Project Viva - Voce examination. The Main Project Viva-Voce examination will be evaluated for 100 marks. The Main Project Viva-Voce examination shall be conducted by a board consisting of the Supervisor, Head of the Department and the external examiner who adjudicated the Thesis. The candidate has to secure a minimum of 50% of marks in Main Project Viva-Voce examination. *For Main Project Viva – Voce examination one external examiner shall be allotted for a group of 20 students. The Main Project Viva-Voce examination shall be conducted within one week after completion of the fourth semester end examinations.*

7.15 If he fails to fulfill the requirements as specified in 7.14, he will reappear for the Main Project Viva-Voce examination only after three months. In the reappeared examination also, if he fails to fulfill the requirements, he will not be eligible for the award of the degree, unless he is asked to revise and resubmit his project work by the board within a specified time period (within **four** years from the date of commencement of his first year first semester).

7.16 The Main Project Viva-Voce External examination marks must be submitted to the University on the day of the examination.

8.0 Re-Admission/Re-Registration

8.1 Re-Admission for Discontinued Student

A student, who has discontinued the MBA degree programme due to any reason whatsoever, may be considered for '**readmission**' into the same degree programme (with the same specialization) with the academic regulations of the batch into which he gets readmitted, with prior permission from the authorities concerned, subject to item 6.6.

8.2 If a student is detained in a subject (s) due to shortage of attendance in any semester, he may be permitted to **re-register** for the same subject(s) in the same category (core or elective group) or equivalent subject, if the same subject is not available, as suggested by the Board of Studies of that department, as and when offered in the subsequent semester(s), with the academic regulations of the batch into which he seeks re-registration, with prior permission from the authorities concerned, subject to item 3.2.

8.3 A candidate shall be given one chance to re-register and attend the classes for a maximum of two subjects, if the internal marks secured by a candidate are less than 50% and failed in those subjects but fulfilled the attendance requirement. A candidate must re-register for failed subjects within four weeks of commencement of the class work and secure the required minimum attendance. In the event of the student taking this chance, his Continuous Internal Evaluation (internal) marks and Semester End Examination marks obtained in the previous attempt stand cancelled.

9.0 Examinations and Assessment - The Grading System

9.1 Grades will be awarded to indicate the performance of each student in each Theory Subject, or Lab/Practicals, or Seminar, or Project, etc., based on the % of marks obtained in CIE + SEE (Continuous Internal Evaluation + Semester End Examination, both taken together) as specified in Item 7 above, and a corresponding Letter Grade shall be given.

9.2 As a measure of the student's performance, a 10-point Absolute Grading System using the following Letter Grades (UGC Guidelines) and corresponding percentage of marks shall be followed:

% of Marks Secured in a subject/Course (Class Intervals)	Letter Grade (UGC Guidelines)	Grade Points
90% and above (≥ 90%, ≤ 100%)	O (Outstanding)	10
Below 90% but not less than 80% (≥80%, <90%)	A+ (Excellent)	9
Below 80% but not less than 70% (≥70%, <80%)	A (Very Good)	8
Below 70% but not less than 60% (≥60%, <70%)	B+ (Good)	7
Below 60% but not less than 50% (≥ 50%, <60%)	B (above Average)	6
Below 50% (< 50%)	F (FAIL)	0
Absent	**Ab**	**0**

9.3 A student obtaining F Grade in any Subject is deemed to have 'failed' and is required to reappear as 'Supplementary Candidate' for the Semester End Examination (SEE), as and when conducted. In such cases, his Internal Marks (CIE Marks) in those subjects will remain as obtained earlier.

9.4 If a student has not appeared for the examinations, 'Ab' Grade will be allocated to him for any subject and shall be considered 'failed' and will be required to reappear as 'Supplementary Candidate' for the Semester End Examination (SEE), as and when conducted.

9.5 A Letter Grade does not imply any specific marks percentage; it is only the range of percentage of marks.

9.6 In general, a student shall not be permitted to repeat any Subject/ Course (s) only for the sake of 'Grade Improvement' or 'SGPA/ CGPA Improvement'.

9.7 A student earns Grade Point (GP) in each Subject/ Course, on the basis of the Letter Grade obtained by him in that Subject/ Course. The corresponding 'Credit Points' (CP) are computed by multiplying the Grade Point with Credits for that particular Subject/ Course.

Credit Points (CP) = Grade Point (GP) x Credits …. For a Course

9.8 The student passes the Subject/ Course only when he **gets GP ≥6 (B Grade or above).**

9.9 The Semester Grade Point Average (SGPA) is calculated by dividing the Sum of Credit Points (ΣCP) secured from ALL Subjects/ Courses registered in a Semester, by the Total Number of Credits registered during that Semester. SGPA is rounded off to TWO Decimal Places. SGPA is thus computed as

$$\text{SGPA} = \left\{ \sum_{i=1}^{N} C_i G_i \right\} / \left\{ \sum_{i=1}^{N} C_i \right\} \text{ …. For each Semester,}$$

where 'i' is the Subject indicator index (taking into account all Subjects in a Semester), 'N' is the no. of Subjects 'REGISTERED' for the Semester (as specifically required and listed under the Course Structure of the parent Department), C_i is the no. of Credits allotted to the ith Subject, and G_i represents the Grade Points (GP) corresponding to the Letter Grade awarded for that i^{th} Subject.

9.10 The Cumulative Grade Point Average (CGPA) is a measure of the overall cumulative performance of a student over all Semesters considered for   registration. The CGPA is the ratio of the Total Credit Points secured by a student in ALL registered Courses in ALL Semesters, and the Total Number of Credits registered in ALL the Semesters. CGPA is rounded off to TWO Decimal Places. CGPA is thus computed from the I Year Second Semester onwards, at the end of each Semester, as per the formula

$$\text{CGPA} = \left\{ \sum_{j=1}^{M} C_j G_j \right\} / \left\{ \sum_{j=1}^{M} C_j \right\} \text{ … for all S Semesters registered}$$
(ie., upto and inclusive of S Semesters, S ≥2),

where 'M' is the TOTAL no. of Subjects (as specifically required and listed under the Course Structure of the parent Department) the Student has 'REGISTERED' for from the 1st Semester onwards upto and inclusive of the Semester S (obviously M > N), 'j' is the Subject indicator index (taking into account all Subjects from 1 to S Semesters), C_j is the no. of Credits allotted to the jth Subject, and G_j represents the Grade Points (GP) corresponding to the Letter Grade awarded for that j^{th} Subject. After registration and completion of I Year I Semester however, the SGPA of that Semester itself may be taken as the CGPA, as there are no cumulative effects.

Illustration of calculation of SGPA

Course/Subject	Credits	Letter Grade	Grade points	Credit Points
Course 1	4	A	8	4*8 = 32
Course 2	4	O	10	4*10 = 40
Course 3	4	B	6	4*6 = 24
Course 4	3	B	6	3*6 = 18
Course 5	3	A+	9	3*9 = 27
Course 6	3	B	6	3*6 = 18
	21			159

SGPA = 159/21 = 7.57

Illustration of calculation of CGPA

Semester	Credits	SGPA	Credits * SGPA
Semester I	24	7	24*7 = 168
Semester II	24	6	24*6 = 144
Semester III	24	6.5	24*6.5 = 156
Semester IV	24	6	24*6 = 144
	96		612

CGPA = 612/96 = 6.37

10.0 Award of Degree and Class

10.1 If a student who registers for all the specified Subjects/ Courses as listed in the Course Structure, satisfies all the Course Requirements, and passes the examinations prescribed in the entire MBA Programme, and secures the required number of **102** Credits (with CGPA ≥ 6.0), shall be declared to have 'QUALIFIED' for the award of the MBA Degree that he was admitted into.

10.2 Award of Class

After a student has earned the requirements prescribed for the completion of the programme and is eligible for the award of MBA Degree, he shall be placed in one of the following three classes based on the CGPA:

Class Awarded	CGPA
First Class with Distinction	≥ 7.75
First Class	$6.75 \leq CGPA < 7.75$
Second Class	$6.00 \leq CGPA < 6.75$

A student with final CGPA (at the end of the MBA Programme**) < 6.00** shall not be eligible for the Award of Degree.

11.0 Withholding of Results

If the student has not paid the dues, if any, to the University or if any case of indiscipline is pending against him, the result and degree of the student will be withheld and he will not be allowed into the next semester.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
<mark>**MASTER OF BUSINESS ADMINISTRATION MBA (Regular) R-19**
Effective from Academic Year 2019 - 20 Admitted Batch</mark>

COURSE STRUCTURE AND SYLLABUS

I Year I Semester

Course Code	Course Title	L	T	P	Credits
19MBA01	Management and Organizational Behaviour	3	1	0	4
19MBA02	Business Economics	3	1	0	4
19MBA03	Financial Accounting & Analysis	3	1	0	4
19MBA04	Research Methodology and Statistical Analysis	3	1	0	4
19MBA05	Legal and Business Environment	3	1	0	4
Open Elective-I 19MBA06	6A Business Ethics and Corporate Governance 6B Project Management 6C Technology Management 6D Cross Cultural Management	3	0	0	3
19MBA07	Business Communication Lab.	0	0	2	2
19MBA08	Statistical Data Analysis Lab	0	0	2	2
	TOTAL	**18**	**5**	**4**	**27**

I Year II Semester

Course Code	Course Title	L	T	P	Credits
19MBA09	Human Resource Management	3	1	0	4
19MBA10	Marketing Management	3	1	0	4
19MBA11	Financial Management	3	1	0	4
19MBA12	Quantitative Analysis for Business Decisions	3	1	0	4
19MBA13	Entrepreneurship	3	1	0	4
19MBA14	Logistics & Supply Chain Management	3	1	0	4
Open Elective-II 19MBA15	15A Total Quality Management 15B Marketing Research 15C International Business 15D Rural Marketing	3	0	0	3
	TOTAL	**21**	**6**	**0**	**27**

Internship during Summer vacation (after Semester –II)

II Year I Semester

Course Code	Course Title	L	T	P	Credits
19MBA16	Production & Operations Management	3	1	0	4
19MBA17	Management Information Systems	3	1	0	4
19MBA18	Data Analytics	3	1	0	4
19MBA19 M1/H1/FI/E1	(MRKG/HRM/FIN/ENTP)	3	1	0	4
19MBA20 M2/H2/F2/E2	(MRKG/HRM/FIN/ENTP)	3	1	0	4
19MBA21 M3/H3/3I/E3	(MRKG/HRM/FIN/ENTP)	3	1	0	4

19MBA22	Summer Internship	0	0	0	2
	TOTAL	**18**	**6**	**3**	**26**

II Year II Semester

Course Code	Course Title	L	T	P	Credits
19MBA 23	Strategic Management	3	1	0	4
19MBA 24 M4/H4/F4/E4	(MRKG/HRM/FIN/ENTP)	3	1	0	4
19MBA25 M5/H5/F5/E5	(MRKG/HRM/FIN/ENTP)	3	1	0	4
19MBA26 M6/H6/F6/E6	(MRKG/HRM/FIN/ENTP)	3	1	0	4
19MBA27	Pre-submission project Seminar	0	0	2	2
19MBA28	Main Project Viva-Voce	0	2	4	4
	TOTAL	**12**	**6**	**6**	**22**

LIST OF ELECTIVE SUBJECTS

Students have to select any One Specialization (Marketing, Finance, Human Resources, and Entrepreneurship) and he/she needs to select the Core Elective subjects listed under the chosen specialization only.

Course Code	Specialization	Credits
	MARKETING	
19MBA19M1	Digital Marketing	4
19MBA20 M2	Advertising and Sales Management	4
19MBA21 M3	Consumer Behaviour	4
19MBA24 M4	Customer Relationship Management	4
19MBA25 M5	International Marketing	4
19MBA26 M6	Services Marketing	4
	FINANCE	
19MBA19F1	Security Analysis and Portfolio Management	4
19MBA20 F2	Financial Institutions, Markets & Services	4
19MBA21 F3	Strategic Management Accounting	4
19MBA24 F4	International Financial Management	4
19MBA25 F5	Strategic Investment and Financing Decisions	4
19MBA26F6	Risk Management and Financial Derivatives	4
	HUMAN RESOURCES	
19MBA19H1	Performance Management Systems	4
19MBA20 H2	Learning and Development	4
19MBA21 H3	Management of Industrial Relations	4
19MBA24 H4	International Human Resource Management	4
19MBA25H5	Leadership and Change Management	4
19MBA26 H6	Talent and Knowledge Management	4
	ENTREPRENEURSHIP	
19MBA19E1	Startup Management	4
19MBA20 E2	MSME Management	4
19MBA21 E3	Family Business Management	4
19MBA24E4	Entrepreneurial Finance	4
19MBA25 E5	Entrepreneurial Marketing	4
19MBA26 E6	Creativity Innovation and Entrepreneurship	4

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
(Established by Act No.30 of 2008)
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Academic Regulations of MBA (Regular/Full Time) Programme
Under Choice Based Credit System (CBCS) 2022-23 (R22)

(Effective for the students admitted into I year from the Academic Year 2022-23 and onwards)

1.0 Jawaharlal Nehru Technological University Hyderabad (JNTUH) offers **Two** Years (**Four** Semesters) full-time Master of Business Administration (**MBA**) Degree programme, under CBCS at its constituent (non-autonomous) unit and affiliated colleges.

2.0 **Eligibility for Admissions**

2.1 Admission to the MBA programme shall be made subject to eligibility, qualification prescribed by the University from time to time.

2.2 Admission to the MBA programme shall be made on the basis of either the merit rank or Percentile obtained by the qualified student in the relevant qualifying Examination/ the merit rank obtained by the qualified student in an entrance test conducted by Telangana State Government (ICET) for MBA programme / an entrance test conducted by JNTUH/ on the basis of any other exams approved by the University, subject to reservations as laid down by the Govt. from time to time.

2.3 The medium of instructions for MBA Programme will be **ENGLISH** only.

3.0 **MBA Programme Structure**

3.1 The MBA Programme of JNTUH is in Semester pattern, with **Four** Semesters consisting of **Two** academic years, each academic year having **Two** Semesters (First/Odd and Second/Even Semesters). Each Semester shall be of 22 weeks duration (inclusive of Examinations), with a minimum of 90 instructional days per Semester.

3.2 The two-year MBA program consists of 102 compulsory credits and the student has to register for all 102 credits and earn all 102 credits for the award of MBA degree. There is **NO** exemption of credits in any case.

3.3 The student shall not take more than **four** academic years to fulfill all the academic requirements for the award of MBA degree from the date of commencement of first year first semester, failing which the student shall forfeit the seat in MBA programme.

3.4 **UGC/AICTE** specified definitions/descriptions are adopted appropriately for various terms and abbreviations used in these PG academic regulations, as listed below:

3.4.1 **Semester Scheme**

Each Semester shall have 'Continuous Internal Evaluation (CIE)' and 'Semester End Examination (SEE)'. Choice Based Credit System (CBCS) and Credit Based Semester System (CBSS) are taken as 'references' for the present set of Regulations. The terms 'SUBJECT' and 'COURSE' imply the same meaning here and refer to 'Theory Subject', or 'Lab Course', or 'Seminar', or 'Internship', or 'Project' as the case may be.

3.4.2 **Credit Courses**

All subjects/courses are to be registered by the student in a semester to earn credits which shall be

assigned to each subject/course in an L: T: P: C (Lecture Periods: Tutorial Periods: Practical Periods: Credits) structure based on the following general pattern:

- One credit for one hour/week/semester for theory/lecture (L)/ laboratory/practical (P) or tutorials (T) courses.

- Other student activities like study tour, guest lecture, conference/workshop participations, technical paper presentations, and identified mandatory courses, if any, will not carry credits.

3.4.3 Subject Course Classification

All subjects/courses offered for the MBA Degree Programme is broadly classified as follows. The University has followed in general the guidelines issued by AICTE/UGC.

S.No.	Broad Course Classification	Course Group/ Category	Course Description
1	Core Courses (CoC)	CC - Core Courses	Includes subjects related to the management
		Project Work	MBA Project or PG Project or Major Project
		Seminar /Pre-Submission Project Seminar / Summer Internship	Seminar based on core contents related to management
2	Elective Courses (ElE)	PE - Professional Electives	Includes elective subjects related to the specialization
		OE - Open Electives	Elective subjects which include inter-disciplinary subjects

4.0 Course Registration

4.1 A 'Faculty Advisor or Counselor' shall be assigned to each specialization, who will advise on the MBA, its Course Structure and Curriculum, Choice/Option for Subjects/ Courses, based on his competence, progress, pre-requisites and interest.

4.2 The Academic Section of the College invites 'Registration Forms' from students within 15 days from the commencement of class work through 'ON-LINE SUBMISSIONS', ensuring 'DATE and TIME Stamping'. The ON-LINE Registration Requests for any 'CURRENT SEMESTER' shall be completed BEFORE the commencement of SEEs (Semester End Examinations) of the 'PRECEDING SEMESTER'.

4.3 A Student can apply for ON-LINE Registration, ONLY AFTER obtaining the 'WRITTEN APPROVAL' from his Faculty Advisor, which should be submitted to the College Academic Section through the Head of Department (a copy of it being retained with Head of Department, Faculty Advisor and the Student).

4.4 If the Student submits ambiguous choices or multiple options or erroneous entries during ON-LINE Registration for the Subject(s) / Course(s) under a given/ specified Course Group/ Category as listed in the Course Structure, only the first mentioned Subject/ Course in that Category will be taken into consideration.

4.5 Subject/ Course Options exercised through ON-LINE Registration are final and CANNOT be changed, nor can they be inter-changed; further, alternate choices also will not be considered. However, if the Subject/ Course that has already been listed for Registration by the University in a

presentation of the same before the evaluation committee as per schedule, in such a case, he has to reappear for the same during the supplementary examinations as and when the notification is issued, subject to item 3.2.

6.3 A student shall register for all subjects for total of **102** credits as specified and listed in the course structure for the chosen specialization, put in the required attendance and fulfill the academic requirements for securing **102** credits obtaining a minimum of **'B'** Grade or above in each subject, and all **102** credits securing Semester Grade Point Average **(SGPA)** ≥ **6.0** (in each semester) and final Cumulative Grade Point Average **(CGPA)** (i.e., CGPA at the end of MBA Programme) ≥ **6.0**, to complete the MBA Programme successfully.

Note: (1) **The SGPA will be computed and printed on the marks memo only if the candidate passes in all the subjects offered and gets minimum 'B' grade in all the subjects.**

(2) **CGPA is calculated only when the candidate passes in all the subjects offered in all the semesters**

6.4 Marks and Letter Grades obtained in all those subjects covering the above specified **102** credits alone shall be considered for the calculation of final CGPA, which will be indicated in the Grade Card /Marks Memo of second year second semester.

6.5 If a student registers for extra subject(s) (in the parent specialization or other specializations of Management) other than those listed subjects totaling to **102** credits as specified in the course structure, the performance in extra subject(s) (although evaluated and graded using the same procedure as that of the required **102** credits) will not be considered while calculating the SGPA and CGPA. For such extra subject(s) registered, percentage of marks and Letter Grade alone will be indicated in the Grade Card/Marks Memo, as a performance measure, subject to completion of the attendance and academic requirements as stated in items 5 and 6.1 - 6.3.

6.6 When a student is detained due to shortage of attendance in any subject(s) in any semester, no Grade allotment will be made for such subject(s). However, he is eligible for re-registration of such subject(s) in the subsequent semester(s), as and when next offered, with the academic regulations of the batch into which he is re-registered, by paying the prescribed fees per subject. In all these re-registration cases, the student shall have to secure a fresh set of internal marks and Semester End Examination marks for performance evaluation in such subject(s), and SGPA/CGPA calculations.

6.7 A student eligible to appear for the Semester End Examination in any subject, but absent from it or failed (failing to secure 'B' Grade or above), may reappear for that subject at the supplementary examination as and when conducted. In such cases, his Internal Marks assessed earlier for that subject will be carried over, and added to the marks secured in the supplementary examination, for the purpose of evaluating his performance in that subject.

6. 8 A Student who fails to earn **102** credits as per the specified course structure, and as indicated above, within **four** academic years from the date of commencement of his first year first semester, shall forfeit his seat in MBA programme and his admission **shall stand cancelled.**

7.0 **Evaluation - Distribution and Weightage of Marks**

The performance of a student in each semester shall be evaluated subject- wise (irrespective of credits assigned) for a maximum of 100 marks. The MBA project work (main project viva voce) will also be evaluated for 100 marks.

7.1 For the theory subjects 60 marks shall be awarded for the performance in the Semester End Examination and 40 marks shall be awarded for Continuous Internal Evaluation (CIE). The

4. The remaining 10 marks are for Laboratory Project, which consists of the Project design / Program execution / field study submission which shall be evaluated after completion of laboratory course and before semester end practical examination.

The Semester End Examination shall be conducted with an external examiner and the laboratory teacher. The external examiner shall be appointed from the cluster/ other colleges which will be decided by the examination branch of the University.

In the Semester End Examination held for 3 hours and total 60 marks are divided and allocated as shown below:

1. 10 marks for write-up
2. 15 for experiment/program
3. 15 for evaluation of results
4. 10 marks for presentation on another experiment/program in the same laboratory course
5. 10 marks for viva-voce on concerned laboratory course

7.4 For conducting laboratory end examinations, one internal examiner and one external examiner are to be appointed by the Principal of the College and this is to be informed to the Director of Evaluation within two weeks, before commencement of the lab end examinations. The external examiner should be selected from outside the College concerned but within the cluster. No external examiner should be appointed from any other College in the same cluster/any other cluster which is run by the same Management. A candidate has to secure a minimum of 50% of marks to be declared successful. If he fails to obtain the minimum marks, he has to reappear for the same during the supplementary examinations as and when conducted, subject to item 3.3.

7.5 There shall be a summer internship during the summer vacation of I Year II Semester and the evaluation is done in II Year I Semester. Summer internship Report has to be submitted to the department after approval by the concerned supervisor/mentor and the Head of the department. Summer internship Report is evaluated for 100 marks. The report has to be evaluated by the Head, Supervisor/ mentor and a senior faculty of the department. A candidate has to secure a minimum of 50% of marks to be declared successful. If he fails to obtain the minimum marks, he has to reappear for the same during the supplementary examinations as and when conducted, subject to item 3.2.

7.6 Every candidate shall be required to submit a thesis or dissertation on a topic approved by the Project Review Committee.

7.7 A Project Review Committee (PRC) shall be constituted with the Head of the Department as Chairperson, Project Supervisor and one senior faculty member of the Departments offering the MBA programme.

7.8 Registration of Project Work: A candidate is permitted to register for the project work at the beginning of II Year II Semester after satisfying the attendance requirement in all the subjects, both theory and laboratories upto II Year I Semester. The duration of the project work is one semester.

7.9 After satisfying 7.8, a student, in consultation with his Project Supervisor, has to present the title, objective, and plan of action of his project work to the Project Review Committee (PRC) for approval within **two weeks** from the commencement of II Year II Semester. The student can initiate the Project work after obtaining the approval of the PRC. The Supervisor and PRC will examine the progress of the Project Work during pre-submission project seminar. For the subject 'pre-submission project seminar', there will be only internal evaluation for 100 marks. Evaluation shall be done by the PRC for 50 marks and the Supervisor shall evaluate the work for another 50 marks. A candidate has to secure a minimum of 50% of marks to be declared successful. If he fails to obtain the minimum marks, he has to reappear for the same during the supplementary examination as and when notification is issued, subject to item 3.3. Pre-submission project seminar has to be conducted along with 1st and 2nd mid-term examinations.

7.10 If a candidate wishes to change his supervisor or topic of the project, he can do so with the approval of the PRC. However, the PRC shall examine whether or not the change of topic/supervisor leads to a major change of his initial plans of project proposal. If yes, his date of registration for the project work starts from the date of change of Supervisor or topic as the case may be.

7.11 A candidate is permitted to submit project thesis with the approval of PRC not earlier than **16 weeks** from the date of commencement of fourth semester. For the approval of PRC, the candidate shall submit the draft copy of thesis to the Head of the Department and make an oral presentation before the PRC during the Pre-submission project seminar at 2nd mid-term examinations.

7.12 After approval from the PRC, a soft copy of the thesis should be submitted for ANTI-PLAGIARISM check and the plagiarism report should be submitted to the University and be included in the final thesis. The Thesis will be accepted for submission, if the similarity index is less than **30%**. If the similarity index has more than the required percentage, the student is advised to modify accordingly and re-submit the soft copy of the thesis after one month. The maximum number of re-submissions of thesis after plagiarism check is limited to TWO. The candidate has to register for the Project work and work for one semester. After three attempts, the admission is liable to be cancelled. The college authorities are advised to make plagiarism check of every soft copy of theses before submissions.

7.13 Three copies of the Project Thesis certified by the supervisor shall be submitted to the College/School/Institute.

7.14 The thesis shall be adjudicated by an external examiner selected by the University. For this, the Principal of the College/School/Institute shall submit a panel of **three** examiners from among the list of experts in the relevant specialization as submitted by the supervisor concerned and Head of the Department.

7.15 If the report of the external examiner is unsatisfactory, the candidate shall revise and resubmit the Thesis. If the report of the examiner is unsatisfactory again, the thesis shall be summarily rejected. Subsequent actions for such dissertations may be considered, only on the specific recommendations of the external examiner and /or Project Review Committee. No further correspondence in this matter will be entertained, if there is no specific recommendation for resubmission.

7.16 If the report of the external examiner is satisfactory, the Head of the Department shall coordinate and make arrangement for the conduct of Main Project Viva - Voce examination. The Main Project Viva-Voce examination will be evaluated for 100 marks. The Main Project Viva-Voce examination shall be conducted by a board consisting of the Supervisor, Head of the Department and the external examiner who adjudicated the Thesis. The candidate has to secure a minimum of 50% of marks in Main Project Viva-Voce examination. For Main Project Viva – Voce examination one external examiner shall be allotted for a group of ten students (in a panel minimum of three students should be there). The Main Project Viva-Voce examination shall be conducted within two weeks after completion of the fourth semester end examinations. The Students need to prepare the PPT (Slides) of the project work for the Viva –voce examination.

7.17 If he fails to fulfill the requirements as specified in 7.16, he will reappear for the Main Project Viva-Voce examination only after three months. In the reappeared examination also, if he fails to fulfill the requirements, he will not be eligible for the award of the degree, unless he is asked to revise and resubmit his project work by the board within a specified time period (within **four** years from the date of commencement of his first year first semester).

7.18 The Main Project Viva-Voce External examination marks must be submitted to the University on the day of the examination.

8.0   Re-Admission/Re-Registration

8.1   Re-Admission for Discontinued Student

A student, who has discontinued the MBA degree programme due to any reason whatsoever, may be considered for '**readmission'** into the same degree programme (with the same specialization) with the academic regulations of the batch into which he gets readmitted, with prior permission from the authorities concerned, subject to item 6.6.

8.2   If a student is detained in a subject (s) due to shortage of attendance in any semester, he may be permitted to **re-register** for the same subject(s) in the same category (core or elective group) or equivalent subject, if the same subject is not available, as suggested by the Board of Studies of that department, as and when offered in the subsequent semester(s), with the academic regulations of the batch into which he seeks re-registration, with prior permission from the authorities concerned, subject to item 3.2.

8.3   A candidate shall be given one chance to re-register and attend the classes for a maximum of two subjects, if the internal marks secured by a candidate are less than 50% and failed in those subjects but fulfilled the attendance requirement. A candidate must re-register for failed subjects within four weeks of commencement of the class work and secure the required minimum attendance. In the event of the student taking this chance, his Continuous Internal Evaluation (internal) marks and Semester End Examination marks obtained in the previous attempt stand cancelled.

9.0   Examinations and Assessment - The Grading System

9.1   Grades will be awarded to indicate the performance of each student in each Theory Subject, or Lab/Practicals, or Seminar, or Project, etc., based on the % of marks obtained in CIE + SEE (Continuous Internal Evaluation + Semester End Examination, both taken together) as specified in Item 7 above, and a corresponding Letter Grade shall be given.

9.2   As a measure of the student's performance, a 10-point Absolute Grading System using the following Letter Grades (UGC Guidelines) and corresponding percentage of marks shall be followed:

% of Marks Secured in a subject/Course (Class Intervals)	Letter Grade (UGC Guidelines)	Grade Points
90% and above (≥ 90%, ≤ 100%)	O (Outstanding)	10
Below 90% but not less than 80% (≥80%, <90%)	A$^+$ (Excellent)	9
Below 80% but not less than 70% (≥70%, <80%)	A (Very Good)	8
Below 70% but not less than 60% (≥60%, <70%)	B$^+$ (Good)	7
Below 60% but not less than 50% (≥ 50%, <60%)	B (above Average)	6
Below 50% (< 50%)	F (FAIL)	0
Absent	**Ab**	**0**

9.3   A student obtaining F Grade in any Subject is deemed to have 'failed' and is required to reappear as 'Supplementary Candidate' for the Semester End Examination (SEE), as and when conducted. In such cases, his Internal Marks (CIE Marks) in those subjects will remain as obtained earlier.

9.4   If a student has not appeared for the examinations, 'Ab' Grade will be allocated to him for any subject and shall be considered 'failed' and will be required to reappear as 'Supplementary Candidate' for the Semester End Examination (SEE), as and when conducted.

9.5   A Letter Grade does not imply any specific marks percentage; it is only the range of percentage of marks.

9.6   In general, a student shall not be permitted to repeat any Subject/ Course (s) only for the sake of 'Grade Improvement' or 'SGPA/ CGPA Improvement'.

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD
MASTER OF BUSINESS ADMINISTRATION MBA (Regular) R22
Effective from Academic Year 2022-23 Admitted Batch

COURSE STRUCTURE AND SYLLABUS

I Year I Semester

Course Code	Course Title	L	T	P	Credits
22MBA01	Management and Organizational Behaviour	4	0	0	4
22MBA02	Business Economics	4	0	0	4
22MBA03	Financial Reporting & Analysis	4	0	0	4
22MBA04	Research Methodology and Statistical Analysis	4	0	0	4
22MBA05	Legal and Business Environment	4	0	0	4
Open Elective-I 22MBA06	6A Business Ethics and Corporate Governance 6B Project Management 6C Sustainability Management 6D Cross Cultural Management	3	0	0	3
22MBA07	Business Communication Lab.	0	0	2	2
22MBA08	Statistical Data Analysis Lab	0	0	2	2
	TOTAL	**23**	**0**	**4**	**27**

I Year II Semester

Course Code	Course Title	L	T	P	Credits
22MBA09	Human Resource Management	4	0	0	4
22MBA10	Marketing Management	4	0	0	4
22MBA11	Financial Management	4	0	0	4
22MBA12	Quantitative Analysis for Business Decisions	4	0	0	4
22MBA13	Entrepreneurship and Design Thinking	4	0	0	4
22MBA14	Logistics & Supply Chain Management	4	0	0	4
Open Elective-II 22MBA15	15A Total Quality Management 15B Marketing Research 15C International Business 15D Rural Marketing	3	0	0	3
	TOTAL	**27**	**0**	**0**	**27**

Internship during Summer vacation (after Semester –II)

II Year I Semester

Course Code	Course Title	L	T	P	Credits
22MBA16	Production & Operations Management	4	0	0	4
22MBA17	Management Information Systems	4	0	0	4
22MBA18	Business Analytics	4	0	0	4
22MBA19 M1/H1/FI/E1	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA20 M2/H2/F2/E2	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA21 M3/H3/3I/E3	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA22	Summer Internship	0	0	2	2
	TOTAL	**24**	**0**	**2**	**26**

II Year II Semester

Course Code	Course Title	L	T	P	Credits
22MBA 23	Strategic Management	4	0	0	4
22MBA 24 M4/H4/F4/E4	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA25 M5/H5/F5/E5	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA26 M6/H6/F6/E6	(MRKG/HRM/FIN/ENTP)	4	0	0	4
22MBA27	Pre-submission project Seminar	0	0	2	2
22MBA28	Main Project Viva-Voce	0	0	4	4
	TOTAL	16	0	6	22

LIST OF ELECTIVE SUBJECTS

Students have to select any One Specialization (Marketing, Finance, Human Resources, and Entrepreneurship) and he/she needs to select the Core Elective subjects listed under the chosen specialization only.

Course Code	Specialization	Credits
	MARKETING	
22MBA19M1	Digital Marketing	4
22MBA20 M2	Sales and Promotion Management	4
22MBA21 M3	Consumer Behaviour	4
22MBA24 M4	International Marketing	4
22MBA25 M5	Services Marketing	4
22MBA26 M6	Marketing Analytics	4
	FINANCE	
22MBA19F1	Security Analysis and Portfolio Management	4
22MBA20 F2	Risk Management and Financial Derivatives	4
22MBA21 F3	Strategic Cost and Management Accounting	4
22MBA24 F4	International Financial Management	4
22MBA25 F5	Strategic Financial Management	4
22MBA26F6	Financial Analytics	4
	HUMAN RESOURCES	
22MBA19H1	Talent and Performance Management Systems	4
22MBA20 H2	Learning and Development	4
22MBA21 H3	Employee Relations	4
22MBA24 H4	International Human Resource Management	4
22MBA25H5	Leadership and Change Management	4
22MBA26 H6	HR Analytics	4
	ENTREPRENEURSHIP	
22MBA19E1	Startup and MSME Management	4
22MBA20 E2	Technology Business Incubation	4
22MBA21 E3	Innovation and Entrepreneurship	4
22MBA24E4	Entrepreneurial Finance	4
22MBA25 E5	Entrepreneurial Marketing	4
22MBA26 E6	Family Business Management	4