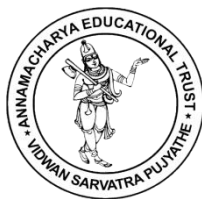


**ACADEMIC REGULATIONS
AND
COURSE STRUCTURE**

**MASTER OF BUSINESS ADMINISTRATION
(For the batches admitted from the academic year 2011-2012)**



**ANNAMACHARYA INSTITUTE OF TECHNOLOGY AND SCIENCES::RAJAMPET
(AN AUTONOMOUS INSTITUTION)**



Academic Regulations for Master of Business Administration

The Master of Business Administration Degree of JNTUA, Anantapur shall be confirmed on candidate who is admitted to the program and fulfil all the requirements of the award of the degree.

1.0 ELIGIBILITY FOR ADMISSION

Admission to the MBA Degree programme shall be made subject to the eligibility, qualification prescribed by the competent authority from time to time.

Admissions shall be made on the basis of rank obtained by the qualifying candidates at the entrance test, subject to reservations or policies framed by the Government of Andhra Pradesh from time to time.

2.0 ADMISSION PROCEDURE

Admissions as per the existing stipulations of A.P State Council of Higher Education (APSCHE), Government of Andhra Pradesh, admissions are made into the first year as follows:

- (a) A- category seats are to be filled by the Convener, through ICET
- (b) B-category seats will be filled by the Management as per the norms stipulated by Govt. Of Andhra Pradesh.

3.0 COURSE WORK

- 3.1 A candidate after securing admission must pursue the MBA course of study for four semesters duration
- 3.2 Each semester shall be of 90 instruction days.
- 3.3 A candidate admitted to a programme should complete it within a period equal to twice the prescribed duration of the programme from the date of admission.

4.0 ATTENDANCE

- 4.1 A candidate shall be deemed to have eligibility to write end semester examinations if he has put in at least 75% of attendance aggregate in all subjects/courses in the semester.
- 4.2 Condonation of shortage of attendance up to 10% i.e., between 65% and above and less than 75% may be granted by the Institute Academic committee.

- 4.3 Shortage of attendance below 65% in aggregate shall in no case be condoned.
- 4.4 Condonation of shortage of attendance shall be granted only on genuine and valid reasons on representation by the candidate with supporting evidence.
- 4.5 A stipulated fee shall be payable towards condonation of shortage of attendance to the institute as per following slab system
- 1st Slab:** Less than 75% attendance but equal to or greater than 70% a normal condonation fee can be collected from the student.
- 2nd Slab:** Less than 70% but equal to or greater than 65%, double the condonation fee can be collected from the student.
- 4.6 Students whose shortage of attendance is not condoned in any semester are not eligible to take their end examination of that class and their registration shall stand cancelled for that semester.
- 4.7 A student will not be promoted to the next semester unless he satisfies the attendance requirements of the current semester, as applicable.
- 4.8 A student detained due to shortage of attendance, will have to repeat that semester when offered next.

5.0 CREDIT SYSTEM NORMS:

Credit system norms given in the following table:

Subject	Period(s)/Week	Credit(s)
Theory	01	01
Practical	03	02
Seminar	03	02
Executive Development Programme	03	02
Project Work	..	12

6.0 EVALUATION

The performance of the candidate in each semester shall be evaluated subject-wise, with maximum of 100 marks for Theory and 100 marks for practical on the basis of internal evaluation and end semester examination.

1. For the theory subjects 60 marks shall be awarded in end semester examination. 40 marks shall be awarded in Mid-term examination, based on the better of the marks secured in the two midterm examinations, held one in the completion of I and II units, another immediately after the completion of instructions III to V units. Both

end examination and mid-examination question papers consists of essay questions with either or choice from each unit in each semester.

2. **End Examination:** five essay questions with either or choice from each unit (5X12=60) in the end examinations in each semester.
3. **Mid Examination:** four essay questions with either or choice from each unit (4X10=40) in the mid examinations in each semester.
- 6.1 For practical subjects, 60 marks shall be awarded in the end semester examination, 40 marks shall be awarded for internal evaluation. Out of 40 marks, 10 marks shall be awarded based on best of the two internal lab examinations including viva voce and 30 marks shall be awarded based on day-to-day work including lab record.
- 6.2 For Seminar and Executive Development Programme (EDP), there shall be an internal evaluation for 100 marks, out of which 80 marks for day-to-day evaluation for the student's active participation and 20 marks for record/report submission.
- 6.3 A candidate shall be deemed to have secured minimum academic requirement in the subject/practical, if he secures a minimum of 40% marks in the end examination and a minimum aggregate of 50% of total marks in the end semester examination and internal evaluation taken together. For the EDP he should secure a minimum of 50% marks.
- 6.4 In case the candidate does not secure the minimum academic requirement in any subject/practical, he has to re-appear for the end examination in that subject/practical.

7.0 RE-REGISTRATION FOR IMPROVEMENT OF INTERNAL EVALUATION MARKS FOR THEORY SUBJECTS:

- 7.1 The candidate should have completed the course work for all four-semester pending project work submission
- 7.2 Out of the subjects the candidate has failed in the examination due to internal evaluation marks secured being less than 50%, the candidate shall be given one chance for each theory subject and for a maximum of three theory subjects for improvement of internal evaluation marks.
- 7.3 The candidate has to re-register for the chosen subjects and fulfil the academic requirements. Registration shall not be permitted after the commencement of class work for that semester.

- 7.4 For each subject, the candidate has to pay a fee equivalent to one third of the semester tuition fee.
- 7.5 In the event of availing the improvement of internal evaluation marks, the internal evaluation marks as well as end examination marks secured in the previous attempt(s) for the re-registered subjects stand cancelled.

8.0 EVALUATION OF PROJECT WORK:

- 8.1 Registration of Project work: A candidate is permitted to register for the project work after satisfying the attendance requirement of all the courses (theory and practical courses of I to III Semester)
- 8.2 The Departmental Committee (DC) consisting of HOD, Project supervisor and two internal senior experts shall monitor the progress of the project work. A Project Review Committee (PRC) shall be constituted with Principal as Chair Person, Head of the department and two other senior faculty members, as members of the PRC. PRC will come into action when the DC is not able to resolve the issues.
- 8.3 The work on the project shall be initiated in the penultimate semester and continued in the final semester. The candidate can submit Project thesis with the approval of D.C. at the end of the IV semester Instruction.
- 8.4 The student must submit status report at least in two different phases during the project work period. These reports must be approved by the D.C before submission of the Project Work.
- 8.5 A candidate shall be allowed to submit the thesis / dissertation only after passing all the prescribed subjects (theory, practical, seminar and project work internal evaluation).
- 8.6 A candidate has to prepare four copies of the thesis/dissertation certified in the prescribed format by the supervisor and HOD. Out of which three copies shall be submitted in the examination section.

The External and Internal Evaluation, grading and Credits are given as below:

Project work	Grade A (95 %)	8 Credits	External Evaluation	End Project Viva-Voce Examination by the committee as detailed under Sec-2.
	Grade B (80%)	4 Credits	Internal Evaluation	Continuous evaluation by the DC, as detailed under Sec-1.

Sec-1: The internal Evaluation shall be DC for awarding grade, on the basis of two seminars presented by the student on the topic of his project.

Sec-2: Viva-Voce examination shall be conducted by a board consisting of the supervisor, Head of the department and the examiner. The board shall jointly report the candidate's work as

- A** Very Good performance
- B** Moderate Performance
- C** Failure Performance

Head of the Department shall coordinate and make arrangements for the conduct of viva-voce. If the report of the viva-voce is failure performance, the candidate will retake the viva-voce examination after three months. If he fails to get a satisfactory report at the second viva-voce examination, he will not be eligible for the award of the degree.

9. CREDIT POINT AVERAGE (CPA) & CUMULATIVE CREDIT POINT AVERAGE (CCPA):

9.1 For a semester/year:

$$\text{CREDIT POINT AVERAGE [CPA]} = \frac{1}{10} \frac{\sum_i C_i T_i}{\sum_i C_i}$$

Where C_i = Credits earned for Course i in any semester/ year,

T_i = Total marks obtained for course i in any semester/year,

9.2 For the entire programme:

$$\text{CUMULATIVE CREDIT POINT AVERAGE [CCPA]} = \frac{1}{10} \frac{\sum_n \sum_i C_{ni} T_{ni}}{\sum_n \sum_i C_{ni}}$$

n -refers to the semester in which such courses were credited

9.3 Overall Performance

CCPA	Classification of final result
7.0 and above	First Class with Distinction
6.0 and above but below 7.0	First class
5.0 and above but below 6.0	Second class

10. TRANSCRIPTS:

After successful completion of the entire programme of study, a transcript consisting of performance of all academic years will be issued as a final record. Duplicate transcripts will also be issued, if required, after payment of requisite fee. Partial transcript will also be issued up to any point of study to a student on request.

11. ELIGIBILITY:

A student shall be eligible for the award of M.B.A Degree if he fulfills all the following conditions:

- (i) Registered and successfully completed all the components prescribed in the programme of study to which he is admitted.
- (ii) Successfully acquired all the 118 credits as specified in the curriculum within the stipulated time.
- (iii) No disciplinary action is pending against him.

12. AWARD OF DEGREE:

The Degree will be conferred and awarded by Jawaharlal Nehru Technological University Anantapur, Anantapur on the recommendations of the Principal of Annamacharya Institute of Technology and Sciences (Autonomous).

13. AMENDMENTS TO REGULATIONS:

The Chairman, Academic Council of Annamacharya Institute of Technology and Sciences, Rajampet (Autonomous) reserves the right to revise, amend, or change the Regulations, Scheme of Examinations, and / or Syllabi or any other policy relevant to the needs of the society or industrial requirements etc., without prior notice.

14. GENERAL:

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

COURSE STRUCTURE
(for the batches from 2011-12)

Regulation		R 2011			
Programme Code & Name		P1, MBA			
Semester – I					
Subject Code	Subject	Hours/Week		C	Marks
		T	P		
1P1101	Management & Organizational Behaviour	4	0	4	100
1P1102	Managerial Economics	4	0	4	100
1P1103	Accounting for Managers	4	0	4	100
1P1104	Business Environment & Law	4	0	4	100
1P1105	Statistical Methods for Management	4	0	4	100
1P1106	Management Information System	4	0	4	100
1P1107	Executive Communication Lab	0	3	2	100
1P1108	Executive Development Programme – I	0	3	2	100
Total		24	6	28	800
Semester – II					
1P1201	Human Resource Management	4	0	4	100
1P1202	Financial Management	4	0	4	100
1P1203	Marketing Management	4	0	4	100
1P1204	Production and Operations Management	4	0	4	100
1P1205	Business Ethics & Corporate Governance	4	0	4	100
1P1206	Business Research Methods	4	0	4	100
1P1207	Operations Research	4	0	4	100
1P1208	Computer Fundamentals for Managers Lab	0	3	2	100
1P1209	Executive Development Programme – II	0	3	2	100
Total		28	6	32	900

Semester – III					
Subject Code	Subject	Hours/Week		C	Marks
		T	P		
1P1301	International Business	4	0	4	100
1P1302	Retailing Management	4	0	4	100
1P1303	Entrepreneurship Development	4	0	4	100
	Elective – I				
1P1304A	Management Control Systems	4	0	4	100
1P1304B	Product and Brand Management				
1P1304C	Human Resource Planning				
1P1304D	e-Business				
	Elective – II				
1P1305A	Financial Institutions, Markets and Services	4	0	4	100
1P1305B	Logistics and Supply Chain Management				
1P1305C	Training and Development				
1P1305D	Enterprise Resource Planning				
	Elective – III				
1P1306A	Investment and Portfolio Management	4	0	4	100
1P1306B	Sales and Distribution Management				
1P1306C	Performance Management				
1P1306D	Enterprise Resource Planning				
	Elective – IV				
1P1307A	Risk Management and Insurance	4	0	4	100
1P1307B	Advertising and Sales Promotion Management				
1P1307C	Reward Management				
1P1307D	Data Warehousing and Mining				
1P1308	Executive Development Programme – III	0	3	2	100
Total		28	3	30	800

Semester – IV					
Subject Code	Subject	Hours/Week		C	Marks
		T	P		
1P1401	Strategic Management	4	0	4	100
1P1402	Total Quality Management	4	0	4	100
1P1403A 1P1403B 1P1403C 1P1403D	Elective – V Financial Derivatives Services Marketing Organization Development Data Communication and Network Analysis	4	0	4	100
1P1404A 1P1404B 1P1404C 1P1404D	Elective – VI International Financial Management International Marketing Global Human Resource Management Corporate Information Management	4	0	4	100
1P1405	Executive Development Programme – IV	0	3	2	100
1P1406	Comprehensive Project Work		0	12	100
Total		16	3	30	600

Note: T- Theory; P-Practical; C – Credits.