

**ACADEMIC REGULATIONS
COURSE STRUCTURE
AND
DETAILED SYLLABI**

**MASTER OF BUSINESS ADMINISTRATION
(For the batches admitted from the academic year 2019-20)**



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

**ACADEMIC RULES AND REGULATIONS OF TWO-YEAR MBA REGULAR
PROGRAMME
APPLICABLE FOR THE STUDENT BATCHES ADMITTED FROM THE
ACADEMIC YEAR 2019 – 2020**

1. PREAMBLE

Annamacharya Institute of Technology and Sciences (Autonomous), Rajampet, relentlessly aims to achieve academic excellence by implementing new initiatives in teaching-learning and evaluation processes. In this pursuit, the institute strives to adopt best curricula to match the dynamics of industry and society with needs, expectations, and skillsets of students of the region, in both the undergraduate and post-graduate programmes offered from the academic year 2019-20. This booklet refers to the Master of Business Administration (MBA) programme offered by the Institute and conferred by Jawaharlal Nehru Technological University Anantapur. The MBA degree shall be confirmed on candidates who is admitted to the program and fulfil all the requirements of the award of the degree in compliance with the below regulations.

2. VISION, MISSION AND PROGRAMME OBJECTIVES

2.1. Vision Statement

“To be a nationally prominent and internationally recognized department in academics and research activities with the aim of developing competitive professionals to serve the society and ever-changing industry”.

2.2. Mission Statements

M1: To provide skill enhancement education that ensure right level of competencies and intellect to face various challenges in the global environment.

M2: To nurture the students with values of commitment, punctuality, positive attitude and discipline that represents the true managerial behaviour.

M3: To provide functional specific knowledge through industry relevant education.

M4: To develop leadership and entrepreneurial behaviour which can bring out innovative solutions.

2.3. Programme Objectives

PO1: Apply management principles and techniques to troubleshoot business problems.

PO2: Apply tools and techniques for decision making in varied business issues.

PO3: Ability to understand, analyse, and communicate global, economic, legal and ethical aspects of business.

PO4: Ability to work diligently as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings using techniques such as case analysis, projects and assignments in the achievement of organisational goals.

PO5: Have an understanding of the global arena and competitive environments thereby identifying, assessing and shaping business opportunities and evaluate their potential for business success.

PO6: Ability to understand the impact of the managerial solutions in societal, economic and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

PO7: Possess the skills required to integrate concepts from various disciplines to identify and develop business strategies.

PO8: Demonstrate leadership and teamwork skills which facilitate in effective implementation and coordination of business processes.

3. APPLICATION AND COMMENCEMENT

- 3.1. The regulations are quite comprehensive and include definitions of key terms, semester system, credit system, grading system and other relevant details.
- 3.2. The regulations detailed herein shall apply to all the regular post-graduate programmes offered by the Institute.
- 3.3. The regulations shall be applicable and come into force to the student batches admitted from the academic year 2019-20.
- 3.4. The Institute may revise, amend or change the regulations, scheme of examinations and syllabi, from time to time, if found necessary and on approval by the Academic Council of the Institute, keeping the recommendations of the Board of Studies in view.
- 3.5. Any or all such amendments shall be effective from the date of notification and to batches of students who are undergoing the programme during the date of notification, as may be approved through Academic Council of the Institute.

4. ELIGIBILITY FOR ADMISSION

The eligibility criteria for admission into MBA post graduate programme offered by AITS shall be as prescribed by the Government of Andhra Pradesh. The criteria are given below:

- 4.1. The candidate shall be an Indian National/NRI.
- 4.2. The candidate should have passed the qualifying examination or equivalent as on the date of admission recognized by competent state authority.
- 4.3. Seats for the programme are classified into two categories i.e., Category – A and Category – B as per the GOs of Andhra Pradesh.
 - 4.3.1. *Category – A Seats:* These seats shall be filled through counselling as per the rank secured by a candidate in the Integrated Common Entrance Test (ICET) conducted by the Government of Andhra Pradesh and as per other admission criteria laid down in the GOs.
 - 4.3.2. *Category – B Seats:* These seats shall be filled by the Institute as per the GOs issued by the Government of Andhra Pradesh from time to time.

5. MEDIUM OF INSTRUCTION

- 5.1. The medium of instruction shall be English for all the courses including their content delivery and examinations, seminars, presentations and project evaluation as prescribed in the programme curriculum.

6. COURSE WORK

- 6.1. A candidate after securing admission must pursue the MBA course of study for two academic years with four semesters duration.
- 6.2. Each semester shall be of 90 instruction days.

- 6.3. 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.
- 6.4. Each semester is structured to provide credits totaling to 116 credits for the entire MBA programme.
- 6.5. Each semester shall have Mid-term Internal Evaluation (MIE) and Semester End Examination (SEE) for Theory courses and Continuous Internal Evaluation (CIE) and SEE for Lab/Practical courses.
- 6.6. Each student is required to secure a total of 116 credits with a CGPA ≥ 6 for the completion of the programme and the award of the MBA degree.
- 6.7. Each theory and practical course are structured in five units of syllabus.
- 6.8. The entire course structure and syllabi of the programme are appended.
- 6.9. The programme offers mandatory and professional elective courses in third and fourth semesters. Four professional electives in third semester and two professional electives in fourth semester are offered.
- 6.10. Students have to elect one course out of four courses in each professional elective.
 - 6.10.1. The selection of course based on the choice for students shall be on 'first come first serve' basis through registration.
 - 6.10.2. The Head of the department or concerned authority has the discretion to decide, whether or not to offer such elective course.

7. CREDIT SYSTEM NORMS

- 7.1. A credit is a unit by which the course work is measured. It determines the number of hours of instructions required per week. Each course is assigned certain number of credits based on following criterion.

Subject	Period(s)/Week	Credit(s)
Theory	01	01
Practical	03	02
Seminar	03	02
Personality Development Programme	03	02
Project Work	--	06

8. ATTENDANCE

- 8.1. A candidate shall be deemed to have eligibility to write SEE if he has put in at least 75% of attendance aggregate in all courses in a semester.
- 8.2. Condonation of shortage of attendance up to 10% between 65% and 75% may be granted by the Institute Academic Committee based on the rules prescribed by the Academic Council of the Institute from time to time.
- 8.3. Shortage of attendance below 65% in aggregate shall in no case be condoned.
- 8.4. Condonation of shortage of attendance shall be granted only on genuine and valid reasons on representation by the candidate with supporting evidence.
- 8.5. A stipulated fee shall be payable towards condonation of shortage of attendance to the institute as per following slab system

- 8.5.1. *1st Slab*: Less than 75% attendance but equal to or greater than 70%, a normal condonation fee can be collected from the student.
- 8.5.2. *2nd Slab*: Less than 70% but equal to or greater than 65%, double the normal condonation fee can be collected from the student.
- 8.6. Students whose shortage of attendance is not condoned OR who have not paid the stipulated fee OR who have not cleared any other due to the Institute in any semester are not eligible to write the SEE.
- 8.7. Students, who do not meet the minimum required attendance of 65% in a semester, shall be detained in that semester and their registration for that semester shall stand cancelled. They shall not be promoted to the next semester.
- 8.8. Students detained in a semester shall seek re-admission into that semester as and when offered.
- 8.9. Academic regulations applicable to the semester in which re-admission is sought shall be applicable to the re-admitted student.
- 8.10. In case, there are any professional electives, the same may also be re-registered, if offered. However, if those electives are not offered in the later semesters, then alternate electives may be chosen from the same set of elective courses offered under that category.

9. EVALUATION

- 9.1. The performance of the candidate in each semester shall be evaluated course-wise, with maximum of 100 marks for Theory on the basis of MIE and SEE and 100 marks for practical on the basis CIE and SEE.
- 9.2. For theory courses 60 marks, shall be awarded in SEE and 40 marks shall be awarded in MIE.
- 9.3. For practical 60 marks, shall be awarded in SEE and 40 marks shall be awarded in CIE.
- 9.4. **Mid-term Internal Examination (MIE):**
- 9.4.1. Two MIEs (Theory Internal Examinations) shall be conducted for a Theory Course during a semester and they shall be evaluated for 40 marks.
- 9.4.2. Each MIE consists of eight essay questions of ten marks each out of which four questions with internal choices are to be answered.
- 9.4.3. First midterm examination shall be conducted as per the syllabus of I & II units. The second midterm examination shall be conducted as per the syllabus of III, IV and V units.
- 9.4.4. From two MIEs, 80% weightage for the best performance and 20% for other shall be considered.

For Example:

Marks obtained in I mid-term examination: 29

Marks obtained in II mid-term examination: 20

Final Internal Marks: $(29 \times 0.8) + (20 \times 0.2) = 27.2$

- 9.4.5. If the student is absent for any one MIE, the final internal marks shall be arrived at by considering 80% weightage to the marks secured by the student in the appeared examination and zero to the other.

For Example:

Marks obtained in first mid: 0 (Absent)

Marks obtained in second mid: 28

Final Internal Marks: $(28 \times 0.8) + (0 \times 0.2) = 24.4$

- 9.4.6. The student who has missed both the MIEs will be permitted to appear for a Make-up Internal examination in the event of his producing satisfactory evidences. One Make-up internal test shall be conducted immediately after the II Mid-term examination in the same semester, covering the total syllabus of FIVE Units in the respective course. This Make-up examinations will be given a weightage of 80%. Make-up tests shall be conducted outside the working hours and there can be even two such examinations on a day.
- 9.4.7. Make-up internal examinations are not for improvement of marks in Theory Internal examinations. There shall be no make-up internal examinations for a Lab course.
- 9.5. Semester End Examination (SEE):**
- 9.5.1. As specified in 8.2, SEE for each course is conducted for 60 marks at the end of the semester. There shall be Regular and Supplementary SEEs.
- 9.5.2. SEE for each course shall be for 3 hours duration.
- 9.5.3. The question paper shall be of subjective type with ten questions, two questions from each unit, with internal choice. All questions carry equal marks of 12 each.
- 9.6. For practical courses, 60 marks shall be awarded in the SEE, 40 marks shall be awarded through CIE.
- 9.6.1. 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.
- 9.6.2. As specified in 8.3, practical SEE is conducted for 60 marks for 3 hours in respective laboratory. Each lab course will have its own evaluation procedure and weightage.
- 9.7. For Seminar and Personality Development Programme (PDP), there shall be CIE 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.
- 9.8. Supplementary End Examination:**
- 9.8.1. Supplementary examination shall be conducted along with regular SEEs. During SEEs of even semester, SEEs of odd semester shall be conducted and during SEEs of odd semester, SEEs of even semester shall be conducted.
- 9.8.2. The same schedule is applicable to Supplementary Lab End Examinations. Supplementary examination shall be conducted along with the next batch of students or separately.
- 9.8.3. Advanced supplementary shall be conducted only for final semester students in view of their higher education pursuits and placement opportunities.
- 9.9. A candidate shall be deemed to have secured minimum academic requirement in a course/practical, if he secures a minimum of 40% marks in SEE and a minimum aggregate of 50% of total marks in both SEE and MIE/CIE taken together. For the Seminar and Personality Development Programme, he should secure a minimum of 50% marks.
- 9.10. In case the candidate does not secure the minimum academic requirement in any subject/practical, he/she has to re-appear for the end examination in that subject/practical.

10.EVALUATION OF PROJECT WORK

- 10.1. Registration of Project work: A candidate is permitted to register for the project work after satisfying the attendance requirement of all the courses of I to III Semesters as well as approval from an organisation.
- 10.2. The Departmental Committee (DC) consisting of Head of the Department (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 Chairperson, HOD and two senior faculty as members and will come into action when the DC is not able to resolve the issues.
- 10.3. The project work shall be initiated in the penultimate semester and continues in the final semester. The candidate can submit project report with the approval of DC at the end of the IV semester instruction period.
- 10.4. The student must submit status report at least in two different phases during the project work period. These reports must be approved by DC before submission of the final project report.
- 10.5. A candidate shall be allowed to submit the thesis/dissertation only after passing all the prescribed subjects (theory, practical, seminar, personality development programme and project work internal evaluation).
- 10.6. For carrying out project work, a total of 100 marks will be awarded, out of which 60 marks shall be awarded by a Board consisting of Supervisor, HOD and external Examiner, based on the project evaluation and viva-voce examination. Remaining 40 marks shall be awarded based on internal evaluation out of which 20 marks shall be awarded by the supervisor. The remaining 20 marks shall be awarded by DC, based on two seminars given by the student on his project.

11.RE-REGISTRATION FOR IMPROVEMENT IN INTERNAL EVALUATION MARKS FOR THEORY SUBJECTS

- 11.1. Students securing less than 50% in MIE for a course as per 8.4.4 and 8.4.5 are deemed to have failed in that course.
- 11.2. Of all such courses in which the candidate declared failed as per 10.1, the candidate shall be given one chance for each course and for a maximum of three courses for improvement of internal evaluation marks.
- 11.3. The candidate should have completed the course work for all four semesters pending project report submission for re-registration for improvement in internal evaluation marks.
- 11.4. Re-registration shall not be permitted after the commencement of course-work for that semester in which re-registration is required. The re-registered candidate has to fulfil the academic requirements of that specific course.
- 11.5. For each course in which re-registration is wanted, the candidate has to pay a fee equivalent to one third of the semester tuition fee.
- 11.6. 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 courses stands cancelled.

12. CHALLENGE OF EVALUATION, REVALUATION AND RECOUNTING

12.1. Students may visit examination section webpage for norms and procedures for Challenge Evaluation, Revaluation and Recounting of answer scripts.

13. SEMESTER GRADE POINT AVERAGE (SGPA) AND CUMULATIVE GRADE POINT AVERAGE (CGPA):

13.1. The performance of students in each of the courses in the Programme are expressed in terms of letter grades based on an absolute grading system. We use 10-point grading system with letter grades. They are given in the following table along with class for the award of the MBA degree.

Marks Obtained	Letter Grade	Description	Grade Points (GP)	Class
90 – 100	O	Outstanding	9.0 – 10.0	First Class with Distinction
80 – 89.99	E	Excellent	8.0 – 8.99	First Class with Distinction
70 – 79.99	A	Very Good	7.0 – 7.99	First Class with Distinction
60 – 69.99	B	Good	6.5 – 6.99	First Class
50 – 59.99	C	Pass	6.0 – 6.49	Second Class
< 50	F	Fail	--	--
Absent	AB	Absent	--	--

13.2. Computation of SGPA for a semester:

13.2.1. The performance of each student at the end of each semester shall be indicated in terms of SGPA. The SGPA shall be calculated as follows:

$$\text{SGPA} = \frac{\text{Total Earned Weighted Grade Points in a Semester}}{\text{Total Credits in a Semester}} = \frac{\sum_{i=1}^p C_i G_i}{\sum_{i=1}^p C_i}$$

Where

C_i = Number of credits allotted to a particular course 'i'

G_i = Grade point corresponding to the letter grade awarded to the course 'i'

$i=1, 2, \dots, p$ represents the number of courses in a particular semester

13.2.2. SGPA is calculated and awarded to those students who pass all the courses in a semester.

13.3. Computation of CGPA for entire programme:

13.3.1. The performance of a student shall be obtained by calculating Cumulative Grade Point Average (CGPA), which is weighted average of the grade points obtained on all courses during the entire programme. CGPA is calculated as follows:

$$\text{CGPA} = \frac{\text{Total Earned Weighted Grade Points in a Semester}}{\text{Total Credits in a Semester}} = \frac{\sum_{j=1}^m C_j G_j}{\sum_{j=1}^p C_j}$$

Where

C_j = Number of credits allotted to a particular course 'j'

G_j = Grade point corresponding to the letter grade awarded to the course 'j'

$j=1, 2, \dots, m$ represents the number of courses in a particular semester

13.4. **Grade Card**

13.4.1. The grade card issued shall contain the following

- The credits for each course offered in that semester
- The letter grade and grade point awarded in each course
- The SGPA and CGPA
- Total number of credits earned by the student up to the end of that semester

14. **TRANSCRIPTS**

14.1. After successful completion of the entire programme, a transcript consisting of performance of all academic years will be issued as a final record.

14.2. Duplicate transcripts and partial transcripts will also be issued, if required, upon fulfilment of applied conditions and payment of requisite fee.

15. **ELIGIBILITY AND AWARD OF MBA DEGREE**

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

15.1.1. Registered and successfully completed all the components as prescribed in the regulations for the programme to which he is admitted.

15.1.2. Successfully acquired all the 116 credits as specified in the curriculum within the stipulated time.

15.1.3. No disciplinary action is pending against him.

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

16. **TRANSITORY REGULATIONS**

16.1. Discontinued, detained, or failed candidates are eligible for readmission as and when the semester is offered after fulfilment of academic regulations.

16.2. Candidates who have been detained for want of attendance or not fulfilled academic requirements or who have failed after having undergone the course in earlier regulations or have discontinued and wish to continue the course are eligible for admission into the unfinished semester from the date of commencement of class work with the same or equivalent

subjects as and when subjects are offered, subject to Section 2 and other applicable sections of this regulations.

16.3. Candidates who are permitted to avail gap year shall be eligible for re-joining into the succeeding year of their MBA programme from the date of commencement of class work, subject to Section 2 and other applicable sections of this regulations.

16.4. Re-admitted students as per 15.1, 15.2 and 15.3 will have to follow the academic regulations prescribed in this regulation for successful completion of the programme.

17. STUDENT TRANSFERS

17.1. Student transfers shall be as per the guidelines issued by the Government of Andhra Pradesh and the affiliating University from time to time.

18. AMENDMENTS TO REGULATIONS

18.1. The Chairman, Academic Council of Annamacharya Institute of Technology and Sciences (Autonomous), Rajampet, 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.

18.2. The changes or amendments made as per 17.1 are applicable to all the students on rolls with effect from the dates notified by the Institute.

19. GENERAL INSTRUCTIONS

19.1. The academic regulations should be read as a whole for purpose of any interpretation.

19.2. The nature, rules, and punishments applicable to Malpractices are appended.

19.3. Where the words "he", "him" and "his", occur in the regulations, they also include "she", "her" and "hers", respectively and represent all the genders indiscriminately.

19.4. In the case of any omission or ambiguity in the interpretation of the above regulations, the decision of the Principal/Governing body is final.

APPENDIX I

RULES FOR DISCIPLINARY ACTION FOR MALPRACTICES/IMPROPER CONDUCT IN EXAMINATIONS

Rule	Nature of Malpractices/Improper conduct	Punishment
	<i>If the candidate:</i>	
1. (a)	Possesses or keeps accessible in examination hall, any paper, note book, programmable calculators, cell phones, pager, palm computers or any other form of material concerned with or related to the subject of the examination (theory or practical) in which he is appearing but has not made use of (material shall include any marks on the body of the candidate which can be used as an aid in the subject of the examination)	Expulsion from the examination hall and cancellation of the performance in that subject only.
1. (b)	Gives or receives assistance or guidance to or from any other candidate or Persons, in or outside the examination hall, by orally or other body language methods or through cell phones in respect of any matter.	Expulsion from the examination hall and cancellation of performance in that subject only of all the candidates involved. In case of an outsider, he will be handed over to the police and a case is registered against him.
2.	Has copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which the candidate is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year. The Hall Ticket of the candidate is to be cancelled and sent to the University.
3.	Impersonates any other candidate in connection with the examination.	The candidate who has impersonated shall be expelled from examination hall. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat. The performance of the original candidate who has been impersonated, shall be cancelled in all the subjects of the examination (including practical and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year.

		<p>The candidate is also debarred for four consecutive semesters from class work and all University examinations, if his involvement is established. Otherwise, the candidate is debarred for two consecutive semesters from class work and all University examinations.</p> <p>If the imposter is an outsider, he will be handed over to the police and a case is registered against him.</p>
4.	<p>Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper or answer book or additional sheet, during or after the examination.</p>	<p>Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of that semester/year.</p> <p>The candidate is also debarred for two consecutive semesters from class work and all University examinations.</p> <p>The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.</p>
5.	<p>Uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting him to award pass marks.</p>	<p>Cancellation of the performance in that subject only.</p>
6.	<p>Refuses to obey the orders of the Chief Superintendent/Assistant Superintendent/any officer on duty or misbehaves or creates disturbance of any kind in and around the examination hall or organizes a walk out or instigates others to walk out, or threatens the officer in-charge or any person on duty in or outside the examination hall or any injury to his person or to any of his relations whether by words, either spoken or written or by signs or by visible representation, assaults the officer in-charge, or any person on duty in or outside the examination hall or any of his relations, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the examination hall or any part of the College campus or engages in any other act which in the opinion of the officer on duty amounts to use of unfair means or misconduct or has the tendency to disrupt the orderly conduct of the examination.</p>	<p>In case of student of the college, they shall be expelled from examination halls and cancellation of their performance in that subject and all other subjects the candidate(s) has (have) already appeared and shall not be permitted to appear for the remaining examinations of the courses of that semester/year.</p> <p>If the candidate physically assaults the invigilator/officer in-charge of the Examinations, then the candidate is also debarred and forfeits his/her seat. In case of outsiders, they will be handed over to the police and a police case is registered against them.</p>

7.	Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall.	Expulsion from the examination hall and cancellation of performance in that subject and all the other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of the subjects of that semester/year. The candidate is also debarred for two consecutive semesters from class work and all University examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.
8.	Possess any lethal weapon or firearm in the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of that semester/year. The candidate is also debarred and forfeits the seat
9.	If a student of the college, who is not a candidate for the particular examination or any person not connected with the college indulges in any malpractice or improper conduct mentioned in class 6 to 8.	The student of the college is expelled from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of that semester/year. The candidate is also debarred and forfeits the seat. Person(s) who does not belong to the College will be handed over to police and, a police case will be registered against them.
10.	Comes in a drunken condition to the examination hall.	Expulsion from the examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted for the remaining examinations of that semester/year.
11.	Copying detected on the basis of internal evidence, such as, during valuation or during special scrutiny.	Cancellation of the performance in that subject only or in that subject and all other subjects the candidate has

		appeared including practical examinations and project work of that semester/year examinations, depending on the recommendation of the committee.
12.	If any malpractice is detected which is not covered in the above clauses 1 to 11 shall be reported to the University for further action to award suitable punishment.	

Malpractices Identified by Squad or Special Invigilators or Invigilators

Punishments shall be given to the students as per the above guidelines. The case is to be referred to the malpractice committee.

Malpractice committee

1. Dean of Academics as Chairman
2. Controller of Examinations as Convener
3. Invigilator as Member
4. Chief Examiner of the course/course expert as Member
5. Concerned Head of the Department as Member

Note:

Whenever the performance of a student is cancelled in any subject/subjects due to Malpractice, he has to register for End Examinations in that subject/subjects consequently and has to fill all the norms required for the award of Degree.

APPENDIX II

ANNAMACHARYA INSTITUTE OF TECHNOLOGY & SCIENCES :: RAJAMPET

(An Autonomous Institution)

MASTER OF BUSINESS ADMINISTRATION

COURSE STRUCTURE

Regulation	R19
Department	Department of Business Administration
Programme Code & Name	P1, MBA

SEMESTER – I

Subject Code	Subject	Hours/Week		C	Marks
		T	P		
9P1A11	Management and Organization Behaviour	4	0	4	100
9P1A12	Business & Legal Environment	4	0	4	100
9P1A13	Managerial Economics	4	0	4	100
9P1A14	Entrepreneurship Development	4	0	4	100
9P1A15	Financial Accounting for Managers	4	0	4	100
19CC11T	Business Statistics	4	0	4	100
19CC12T	Managerial Communications	4	0	4	100
9P1A18	Personality Development Programme– I	0	3	2	100
9P1A19	Computer Applications Lab	0	3	2	100
Total		29	6	32	900

SEMESTER – II

Subject Code	Subject	Hours/Week		C	Marks
		T	P		
9P1A21	Human Resource Management	4	0	4	100
9P1A22	Financial Management	4	0	4	100
9P1A23	Marketing Management	4	0	4	100
9P1A24	Operations Management	4	0	4	100
9P1A25	Management Information System	4	0	4	100
9P1A26	Research Methodology	4	0	4	100
9P1A27	Operations Research	4	0	4	100
9P1A28	Personality Development Programme – II	0	3	2	100
19CC22L	Executive Communication Lab	0	3	2	100
Total		29	6	32	900

SEMESTER – III

Subject Code	Subject	Hours/Week		C	Marks
		T	P		
9P1A31	Logistic and Supply Chain Management	4	0	4	100
9P1A32	Retail Management	4	0	4	100
9P1A33	Cost and Management Accounting	4	0	4	100
9P1A34A 9P1A34B 9P1A34C 9P1A34D	Elective – I Knowledge Management Corporate Finance Consumer Behaviour E-Business	4	0	4	100
9P1A35A 9P1A35B 9P1A35C 9P1A35D	Elective – II Personal Administration, Policy and Procedure Financial Markets and Services Services Marketing Enterprise Resource Planning	4	0	4	100
9P1A36A 9P1A36B 9P1A36C 9P1A36D	Elective – III Wage and Compensation Management Security Analysis and Portfolio Management Green Marketing Management Customer Relationship Management	4	0	4	100
9P1A37A 9P1A37B 9P1A37C 9P1A37D	Elective – IV Employee Performance Management GST & Customs Law Brand Management Data Warehousing and Mining	4	0	4	100
9P1A38	Seminar (Success Stories of Entrepreneurs)	0	3	2	100
Total		28	3	30	800

SEMESTER – IV

Subject Code	Subject	Hours/Week		C	Marks
		T	P		
9P1A41	Strategic Management	4	0	4	100
9P1A42	Business Analytics	4	0	4	100
9P1A43A 9P1A43B 9P1A43C 9P1A43D	ELECTIVE V International Human Resource Management International Financial Management Digital Marketing Corporate Information Management	4	0	4	100
9P1A44A 9P1A44B 9P1A44C 9P1A44D	ELECTIVE VI Organization Development Financial Derivatives Integrated Marketing Communications Data Communication and Network Analysis	4	0	4	100
9P1A45	Comprehensive Project Work			6	100
Total		16		22	500

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