

## **MBA – SCHOOL OF MANAGEMENT STUDIES**

### **VISION OF THE INSTITUTE**

- ❖ To provide the society with Centre of Learning in Technical Education and Research that motivates the students to evolve into dynamic professionals.

### **MISSION OF THE INSTITUTE**

- ❖ Providing Quality education, student centered teaching learning process and state of the art infrastructure for professional aspirants hailing from both rural and urban areas.
- ❖ Evolving this organization into a centre of Academic and Research Excellence.
- ❖ Imparting Technical Education that encourages independent thinking, develops strong domain knowledge and positive attitude towards holistic growth of young minds.

### **VISION**

To be recognized as contemporary, progressive and leading School of Management Studies that fosters leadership and provides exposure to all aspiring students from various backdrops.

### **MISSION**

Developing sensible, responsible and insightful leaders among the students by fostering excellence in the classroom through activity-based learning that provides exposure and instills employability.

### **PROGRAM EDUCATIONAL OBJECTIVES**

1. To provide students with a solid foundation in fundamentals of Management Science which become the platform on which problem-solving structures develop.
2. To prepare students for a logical and practical approach towards problem solving and function effectively as skilled managers who can respond to dynamic environment in a social and global context.
3. To imbibe in students, professional ethics and values and promote awareness among students towards issues of social responsibility of Business.
4. To inculcate in students the ability to gain multidisciplinary knowledge through live projects and operations workouts, so that they can remain competitive and functional in the market.
5. To develop self-learning ability in the students by inculcating the philosophy to continuously learn, update, experiment and avail opportunities so that they remain relevant and productive in whatever areas they pursue their careers.
6. To inculcate in students the qualities of leadership for taking the challenge of creating their own opportunities through entrepreneurship.

## **PROGRAM OUTCOMES**

By pursuing MBA program, the student should be able to

1. Logically apply the principles of Management in real-life situations so that they can come up with the best possible solutions.
2. Stand-up for himself/herself and take initiative so that they are prepared to grab the opportunities as and when they pose.
3. Develop a holistic idea of Management issues, including specific knowledge in the area of their specialization so that they become employable.
4. Critically examine the existing systems, listen to the team members and collaboratively develop multiple alternatives from which one can choose the best possible solution.
5. Integrate various concepts from diverse disciplines to identify and develop business strategies.

# **ACADEMIC REGULATIONS MBA (Regular)**

**2016-2018**

(Effective for the students admitted into first year from the academic year 2016-2017)

The MBA Degree of the Swarnandhra College of Engineering & Technology shall be conferred on candidates who are admitted to the program and fulfill all the requirements for the award of the Degree:

## **1.0 ELIGIBILITY FOR ADMISSIONS**

Admissions into first year of MBA Program of Swarnandhra College of Engineering & Technology will be as per the norms stipulated by Jawaharlal Nehru Technological University Kakinada & Govt. of Andhra Pradesh. Admissions in each program in the Institution are classified into CATEGORY – A, through convener, ICET and CATEGORY- B filled by the college management.

## **2.0 AWARD OF MBA DEGREE**

- 2.1 A Student shall be declared eligible for the award of MBA degree, if he pursues a course of study and completes it successfully for not less than two academic years and not more than four academic years.
- 2.2 A Student, who fails to fulfill all the academic requirements for the award of the degree within **FOUR** academic years from the year of their admission, shall forfeit his/her seat in MBA course.
- 2.3 The minimum instruction days in each semester are 90.

## **3.0 ATTENDANCE**

- 3.1 A candidate shall be deemed to have eligibility to write end semester examinations if he has put in a minimum of 75% of attendance in aggregate of all the subjects.
- 3.2 Condonation of shortage of attendance up to 10% i.e. 65% and above and below 75% may be given by the College Academic Committee.
- 3.3 Condonation of shortage of attendance shall be granted only for genuine and valid reasons on representation by the candidate with supporting evidence. A prescribed fee shall be payable towards condonation of shortage of attendance.
- 3.4 Shortage of attendance below 65% shall in no case be condoned.
- 3.5 Students whose shortage of attendance is not condoned in any semester are not eligible to take their end semester examination and the candidate shall not be promoted to the next semester.

## **4.0 EVALUATION**

4.1 The performance of the candidate in each semester shall be evaluated subject-wise, for a maximum of 100 marks for theory and 100 marks for practical based on the Internal Evaluation and End Semester Examination.

**4.1.1 External Evaluation:** All the theory subjects shall be evaluated for 60 marks in the End Semester Examinations. External examination shall be conducted for duration of 180 minutes with 3 Sections.

- Section-A (to examine the student's Conceptual Knowledge in the subject). This comprises 8 Questions, out of which 5 Questions are to be answered. Each Question Carries 3 Marks (5X3=15M).
- Section-B (to test their Comprehensive understanding of the subject) This comprises 5 Essay type Questions, taken one from each of 5 units of the syllabus out of which 3 Questions are to be answered by the Student. Each Question Carries 10 Marks (3X10=30M).
- Section-C (to examine student's ability to understand a problem, conduct Situation Analysis and his Decision-Making Skills). This comprises of 1 **Case Study** which is Compulsory and can be taken from any area of the syllabus (1X15=15M)

#### **4.1.2 INTERNAL EVALUATION**

Internal Evaluation will have a weightage of 40 marks. Two Internal Examinations of 40 marks each will be conducted in each semester. The weighted average of these two shall be taken for awarding internal marks. The weights shall be 80% from the mid in which the student secures higher marks of the two and 20% from the other. Internal examination shall be conducted for duration of 120 minutes with 3 Sections.

- Section-A (to examine the students Conceptual Knowledge of the subject). This comprises 5 Questions out of which 3 are to be answered. Each Question Carries 4 Marks (3X4=12M).
- Section-B (to test their Comprehensive understanding of the subject). This comprises 3 Essay type Questions out of which 2 Questions are to be answered by the Student. Each Question Carries 8 Marks (2X8=16M).

- Section-C (to examine student's ability in understanding of the problem, to conduct Situation Analysis and student's Decision Making Skills). This comprises one Case **Study** which is Compulsory and can be taken from any unit of the syllabus (1X12=12M)

4.2 For practical subjects, 60 marks shall be awarded based on the performance in the End Semester Examinations, 40 marks shall be awarded as Internal Marks. Out of 40 marks 20 marks shall be awarded for day-to-day work including record work and the remaining 20 marks to be awarded by conducting internal laboratory test.

4.3 A candidate shall be deemed to have secured the minimum academic requirements in a subject if he secures a minimum of 40% of marks in the End Examination and a minimum aggregate of 50% of the total marks in the End Semester Examination and Internal Evaluation taken together.

4.4 A Candidate shall be given one chance to re-register for each subject provided the internal marks secured by a candidate are less than 50% and he has failed in the end examination. In such case, the candidate must reregister for the subject(s) and secure required minimum attendance. Attendance in the re-registered subject(s) should be calculated separately to become eligible to write the end examination in the re-registered subject(s). The attendance of re-registered subject(s) shall be calculated separately to decide his eligibility for taking the end examination in those subject(s). In the event of taking another chance, the internal marks and end examination marks obtained in the previous attempt are nullified. At a given time a candidate is permitted to re-register for a maximum of two subject(s) in addition to the subjects of a regular semester.

4.5 A candidate shall be allowed to submit the project report only after fulfilling the attendance requirements of all the semesters.

4.6 The Comprehensive Viva-voce examination shall be conducted after completion of the fourth semester (after the second mid and before the End Semester Examinations). The Comprehensive viva-voce examination shall be conducted by a Board consisting of the Head of the Department, project guide and another faculty member from the Department. The Candidate shall be evaluated for 50 marks. The student should secure 50% of marks to clear the Comprehensive Viva-voce.

4.7 Laboratory examination for MBA course must be conducted with two examiners,

one of them being Laboratory Class Teacher and second examiner shall be an external, from another college.

#### **4.8 OPERATIONS WORKOUT (DURING II SEMESTER)**

The student shall visit a local business firm and study the operational aspects of Finance/ Marketing / HR in the firm. He shall study these aspects of the firm reflecting upon his classroom learning during the semester. The student shall submit a Report and shall also give a seminar before the committee, which shall evaluate for 50 marks. The Committee consists of the Head of the Department, the Supervisor of the Operations Workout and one more faculty member from the department. There shall be no other forms of evaluation for the Operations Workout. The student must secure minimum 50% marks to be declared successful (at the end of II Semester).

#### **4.9 MINI LIVE PROJECT (DURING III SEMESTER)**

The student shall choose a topic from his specialization paper for practical study and shall visit a local business to study the topic. He shall study the topic in the firm reflecting upon his classroom learning during the semester. The student shall submit a report and shall also give a seminar before the committee, which shall evaluate for 50 marks. The Committee consists of the Head of the Department, the Supervisor of the Mini Live Project and one faculty member from the department. There shall be no other forms of evaluation for the Mini Live Project. The student must secure minimum 50% marks to be declared successful (at the end of III Semester).

### **5. EVALUATION OF PROJECT WORKS (MAIN PROJECT)**

**5.1 A PROJECT REVIEW COMMITTEE (PRC)** of the college is to be constituted with Principal as Chairperson, Head of the department, and two other senior faculty members from the department.

**5.2 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) up to II semester.

5.3 Every candidate shall work only on those projects approved by the PRC.

5.4 A student must undergo practical training for a period of 5 weeks in a Corporate Enterprise after the Second Semester/Summer vacations. During the training period, the candidate should work on a specific problem from any subject of the course. At the end of the practical training, the Student should submit a certificate obtained from the organization. The student should prepare a Project Report under the supervision of a guide from the faculty of management studies. However, the students who prepare Project Report in systems can also work under the guidance of Faculty member from Computer Science Department.

5.4 Three copies of Project dissertation certified by the Project supervisor shall be submitted to the College.

5.5 The project report shall be adjudicated by one examiner selected from outside the College. For this, Head of the department shall submit a 3-member panel who are eminent in that field of study, to the college. Head of the Department shall coordinate and make arrangements for the Conduct of viva-voce examination.

5.6 The candidate shall be evaluated for 150 marks, having 6 credits in Project viva-voce. He/she must secure a minimum of 75 marks to clear the exam. If he fails to secure those marks, he will retake the viva-voce examination after three months. If he/she fails to secure 75 marks in the second attempt, he will not be eligible for the award of the degree, until the candidate resubmits his project. If the candidate fails to secure 75 marks again, the project shall be summarily rejected.

## 6.0 AWARD OF DEGREE AND CLASS

### 6.1 GRADING SYSTEM:

#### Award of Grade:

(i) Grade Point Average (GPA):

a) The Grade Point Average (GPA) will be calculated according to the formula.

$$\text{GPA} = \frac{\sum C_i G_i}{\sum C_i}$$

Where  $C_i$  = number of credits for the subject i

$G_i$  = grade points obtained by the student in the subject.

b) Semester Grade Point Average (SGPA) is awarded to candidates considering all the subjects of the semester. Zero grade points are also included in this computation.

c) To arrive at Cumulative Grade Point Average (CGPA), the formula is used considering the student's performance in all the courses taken in all the semesters completed up to the particular point of time.

$$\text{CGPA} = \frac{\sum C_i G_i}{\sum C_i}$$

Where  $C_i$  = number of credits for the subject i

$G_i$  = grade points obtained by the student in the subject.

(ii) After a student satisfies the requirements prescribed for the award of MBA Program he/she shall be placed in one of the following four grades. The award of the degree is based on CGPA on a grade point scale of 10.

CGPA	Award of Division
$\geq 8.00^*$	First Class with Distinction

$\geq 7.00$	First Division
$\geq 6.00$	Second Division
$< 6.00$	Unsatisfactory

\* In addition to the required CGPA of 8.00, the student must have necessarily passed all the courses of every semester in the minimum stipulated period for the programme.

## 6.2 AWARD OF GRADE IN EACH SEMESTER:

1. Based on the student performance during a given semester, a final letter grade will be awarded at the end of the semester for each subject. The letter grades and the corresponding grade points are as given in the Table.

Percentage of Marks Scored	Letter Grade	Grade points
$\geq 90$	S	10
80 – 89	A	9
70-79	B	8
60-69	C	7
50-59	D	6
$<50$	F	Fail

A student who earns a minimum of 6 grade points (D grade) in a subject is declared to have successfully completed the subject and is deemed to have earned the credits assigned to that subject. However, it should be noted that pass in any subject/ seminar/project/miniproject shall be governed by the rules mentioned against them.

**2. Grade Sheet:** A grade sheet (memorandum) will be issued to each student indicating his performance in all courses taken in that semester and indicating the grades and SGPA.



**3. Transcripts:** After successful completion of the total program of study, a Transcripts containing performance of all academic years will be issued as a final record. Duplicate transcripts will also be issued up to any point of study to any student on request after paying the stipulated fee.

4. Candidates shall be permitted to apply for recounting/revaluation within the stipulated period with payment of prescribed fee.

### **7.0 WITHHOLDING OF RESULTS**

If the candidate has not paid any dues to the college or if any case of indiscipline is pending against him, the result of the candidate will be withheld. The issue of degree is liable to be withheld in such cases.

### **8.0 TRANSITORY REGULATIONS**

Candidates who have discontinued or have been detained for want of attendance or who have failed after having undergone the course are eligible for admission to the same or equivalent subjects as and when subjects are offered, subject to 4.4.

### **9.0 GENERAL**

- 9.1 The academic regulations should be read as a whole for the purpose of any interpretation.
- 9.2 In case of any doubt of ambiguity in the interpretation of the above rules, the decision of the Principal is final.
- 9.3 The College may change or amend the academic regulations and syllabus at any time and the changes and amendments made shall be applicable to all the students with effect from the date notified by the College.
- 9.4 Wherever the word he, him or his occur, it will also include she, her and hers.

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