# CBCS (R19) CURRICULUM

**M.B.A TWO YEAR PG PROGRAMME**
**(Applicable for the batches admitted from 2019-20)**



**SWARNANDHRA COLLEGE OF ENGINEERING & TECHNOLOGY**
**(AUTONOMOUS)**
**Seetharampuram, Narsapur – 534 280,**
**W.G.Dt. Andhra Pradesh**

# School of Management Studies

**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.

**Programme Educational Objectives:**

1: To provide a solid foundation in fundamentals of Management Science.

2: To prepare a logical and practical approach towards problem solving as skilled managers who can respond to dynamic environment in a social and global context.

3: To imbibe professional ethics and values and promote awareness towards issues of social responsibility of Business.

4: To inculcate the ability to gain multidisciplinary knowledge through live projects and operations workouts.

5: To develop self-learning ability by inculcating the philosophy to continuously learn, update, experiment and avail opportunities.

6: To inculcate the qualities of leadership for taking the challenge of creating their own opportunities through entrepreneurship.

**Programme Outcomes:**

1. Logically apply the principles of Management in real-life situations for the best possible solutions.
2. To prepare and grab the opportunities as and when they pose.
3. To become employable by holistic idea of Management issues, with specific knowledge based on their specialization.
4. To develop a leadership quality by 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:

(Effective for the students admitted into first year from the academic year 2019-2020)

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

## 1.0 ELIGIBILITY FOR ADMISSIONS:

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

## 2.0 AWARD THE DEGREE:

2.1 A Student shall be declared eligible for the award the degree, if he/she pursues a course of study and completes it successfully for not less than two academic years and not more than four academic years. The student shall register for all 110 credits and secure the same.

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 working days.

## 3.0 ATTENDANCE:

3.1 A candidate shall be deemed to have eligibility to write end semester examinations if he/she has put in a minimum of 75 per cent of attendance in aggregate of all the courses..

3.2 Condonation of shortage of attendance up to 10 per cent i.e. 65% and above and below 75 per cent 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 <u>EVALUATION:</u>**

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

**4.1.1. External Evaluation**:

For the theory subjects 70 marks shall be awarded based on the performance in the End Examination Marks. External examination shall be conducted for duration of 180 minutes with **two** sections.

**Section-A:** This comprises **five** Essay type questions; from all units with internal choice, all five questions are to be answered, each question carries 12 marks (5X12=60Marks)

**Section-B:** This comprises of **one case study** which is compulsory and can be taken from any area of the syllabus (1X10=10Marks)

**4.1.2. Internal Evaluation**:

- Internal Evaluation shall be made based on the weighted Average of the marks secured in the two Mid Term –Examinations conducted, one in the middle of the Semester and the other immediately after the completion of instruction. The weights are 80% for the mid in which the students secured highest marks and 20% for mid in which the student secured lowest marks.
- Each mid examination shall be conducted for duration of 90 minutes with 3 questions from two and half units (without choice) and each question for 10 marks (3x10=30 Marks)

4.2 For practical subjects, 70 marks shall be awarded based on the performance in the End Semester Examinations, 30 marks shall be awarded as Internal Marks. Out of 30 marks 15 marks shall be awarded for day-to-day work including record work and the remaining 15 marks to be awarded by conducting internal laboratory test. External examiner will be appointed by the COE.

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 course provided the internal marks secured by a candidate are less than 50 per cent and he has failed in the end examination after completion of the two years. 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). For re-registration the candidates have to apply to the Institute by paying the requisite fees and get approval from the concern authorities before the start of the semester in which re-registration is required. In case the candidate secures less than the required attendance in any re-registered course(s), he/she shall not be permitted to write the End Examination in that course.

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 project viva-voce examination shall be conducted after completion of the fourth semester end examinations.

4.7 **Mini Project (During II 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 be evaluated internally for 50 marks. The Committee consists of the Head of the Department, the Supervisor of the Mini Live Project and one senior 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 II Semester).

**5.0 EVALUATION OF PROJECT WORK (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 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 4 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.

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

**5.6** The project report shall be adjudicated by one examiner selected from the approved panel of examiners, by the COE. 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.

**5.7** 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.

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

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

        a.  $G_i$ = 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.

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

    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 Programme 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 |
|---|---|
| $\geq 7.75$ | First Class with Distinction |
| $\geq 6.75$ | First Division |
| $\geq 5.75$ | Second Division |
| $< 5.75$ | Unsatisfactory |

**6.2 AWARD OF GRADE IN EACH SEMESTER:**

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 | Level | Grade Points |
|---|---|---|---|
| >=90 | O | Outstanding | 10 |
| 80– 89 | S | Excellent | 9 |
| 70-79 | A | Very Good | 8 |
| 60-69 | B | Good | 7 |
| 50-59 | C | Fair | 6 |
| < 50 | F | Fail | 0 |
| | | Absent | 0 |

1.  A student who earns a minimum of 6 grade points (C 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/mini project 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 programme 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.

**9.0 <u>GENERAL:</u>**

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.

# Course Structure MBA R 19
(Effective for the students admitted into first year from the Academic Year 2019-2020)

### Semester – I

| S. NO | SUB. CODE | SUBJECT TITLE | FC/ BC | L | T | P/ S | C | I | E | TM |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 19MB1T01 | Management Perspectives and Organizational Behavior | BC | 4 | - | -- | 4 | 30 | 70 | 100 |
| 2 | 19MB1T02 | Managerial Economics | BC | 4 | - | -- | 4 | 30 | 70 | 100 |
| 3 | 19MB1T03 | Accounting for Managers | BC | 4 | - | -- | 4 | 30 | 70 | 100 |
| 4 | 19MB1T04 | Business Skills Development | BC | 4 | - | -- | 4 | 30 | 70 | 100 |
| 5 | 19MB1T05 | Legal and Business Environment | BC | 4 | - | -- | 4 | 30 | 70 | 100 |
| 6 | 19MB1T06 | Quantitative Analysis for Business Decisions | FC | 4 | - | -- | 4 | 30 | 70 | 100 |
| 7 | 19MB1L01 | Communication Skills Lab | BC | --- | - | 4 | 2 | 30 | 70 | 100 |
| 8 | 19MB1L02 | IT for Managers – Lab | FC | --- | - | 4 | 2 | 30 | 70 | 100 |
| | | TOTAL | | 24 | 0 | 08 | 28 | 240 | 560 | 800 |

### Semester – II

| S. NO | SUB. CODE | SUBJECT TITLE | FC/ BC | L | T | P/ S | C | I | E | TM |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 19MB2T01 | Financial Management | BC | 4 | - | -- | 4 | 30 | 70 | 100 |
| 2 | 19MB2T02 | Human Resource Management | BC | 4 | - | -- | 4 | 30 | 70 | 100 |
| 3 | 19MB2T03 | Marketing Management | BC | 4 | - | -- | 4 | 30 | 70 | 100 |
| 4 | 19MB2T04 | Production and Operations Management | BC | 4 | - | -- | 4 | 30 | 70 | 100 |
| 5 | 19MB2T05 | Business Research and Statistical Analysis | BC | 4 | - | -- | 4 | 30 | 70 | 100 |
| 6 | 19MB2T06 | Technology  Management | BC | 4 | - | -- | 4 | 30 | 70 | 100 |
| 7 | 19MB2M01 | Mini Project | BC | --- | - | 4 | 2 | 50 | -- | 50 |
| | | TOTAL | | 24 | 0 | 4 | 26 | 230 | 420 | 650 |

| S.NO | SUB. CODE | SUBJECT TITLE | BC/ OC | L | T | P/ S | C | I | E | TM |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 19MB3T01 | Corporate Strategic Management | BC | 4 | -- | -- | 4 | 30 | 70 | 100 |
| 2 | 19MB3T02 | Business Ethics and Corporate Governance | BC | 4 | -- | -- | 4 | 30 | 70 | 100 |
| 3 | Specializations (HR/Finance/Marketing/Operations Mgt./Systems) | Elective-1 | OC | 4 | -- | -- | 4 | 30 | 70 | 100 |
| 4 | | Elective -2 | OC | 4 | -- | -- | 4 | 30 | 70 | 100 |
| 5 | | Elective -3 | OC | 4 | -- | -- | 4 | 30 | 70 | 100 |
| 6 | | Elective -4 | OC | 4 | -- | -- | 4 | 30 | 70 | 100 |
| **TOTAL** | | | | 24 | 0 | 0 | 24 | 180 | 420 | 600 |

Semester – IV

| S.NO | SUB. CODE | SUBJECT TITLE | BC/ OC | L | T | P/ S | C | I | E | TM |
|---|---|---|---|---|---|---|---|---|---|---|
| 1 | 19MB4T01 | Supply Chain Management and Analytics | BC | 4 | | | 4 | 30 | 70 | 100 |
| 2 | 19MB4T02 | Innovation and Entrepreneurship | BC | 4 | | | 4 | 30 | 70 | 100 |
| 3 | Specializations (HR/Finance/Marketing/Operations Mgt./Systems) | Elective -1 | OC | 4 | | | 4 | 30 | 70 | 100 |
| 4 | | Elective -2 | OC | 4 | | | 4 | 30 | 70 | 100 |
| 5 | | Elective | OC | 4 | | | 4 | 30 | 70 | 100 |
| 6 | | Elective -4 | OC | 4 | | | 4 | 30 | 70 | 100 |
| 7 | 19MB4P01 | Main Project | BC | --- | -- | 12 | 6 | -- | 150 | 150 |
| 8 | 19MB4V01 | Comprehensive Viva | | -- | -- | -- | 2 | 50 | -- | 50 |
| **TOTAL** | | | | 24 | 0 | 12 | 32 | 230 | 570 | 800 |
| **GRAND TOTAL** | | | | 96 | 0 | 24 | 110 | 880 | 1970 | 2850 |

**FC- FOUNDATION COURSE, BC- BASIC CORE COURSE, OC- OPTIONAL CORE COURSE, L-LECTURE HOURS, T-TUTORIAL HOURS, P-PRACTICAL HOURS, S-SELF STUDY, C-CREDITS, I-INTERNAL MARKS, E-EXTERNAL MARKS, TM-TOTAL MARKS**

## Specialization:

The Specialization papers will be offered in the areas of Marketing, Finance, Human Resource Management, Operations management, and Systems. The student has to choose any **two** specialization areas in the beginning of the third & fourth semesters. Specialization will be offered subject to a minimum of 20 students.

### III-Semester-Electives

#### Marketing

| S.No | Subject Code | Subject Title |
|------|--------------|---------------|
| 1 | 19MB3E01 | Consumer Behaviour |
| 2 | 19MB3E02 | Retail Management |
| 3 | 19MB3E03 | Customer Relationship Management |
| 4 | 19MB3E04 | Strategic Marketing Management |
| 5 | 19MB3E05 | Digital and Social Media Marketing |
| 6 | 19MB3E06 | Rural Marketing |

#### Finance

| S.No | Subject Code | Subject Title |
|------|--------------|---------------|
| 1 | 19MB3E07 | Investment Analysis and Portfolio Management |
| 2 | 19MB3E08 | Managing Banks and Financial Institutions |
| 3 | 19MB3E09 | Financial Markets and Services |
| 4 | 19MB3E10 | Mergers, Acquisitions and Corporate Restructuring |
| 5 | 19MB3E11 | Taxation |
| 6 | 19MB3E12 | Advanced Management Accounting |

#### Human Resource

| S.No | Subject Code | Subject Title |
|------|--------------|---------------|
| 1 | 19MB3E13 | Leadership and Change Management |
| 2 | 19MB3E14 | Performance Evaluation and Compensation Management |
| 3 | 19MB3E15 | Human Resource Metrics and Analytics |
| 4 | 19MB3E16 | Human Capital Management |
| 5 | 19MB3E17 | Manpower Planning, Recruitment and Selection |
| 6 | 19MB3E18 | Training and Development |

## Operations Management

| S.No | Subject Code | Subject Title |
|:---:|:---:|:---|
| 1 | 19MB3E19 | Production Planning and Control |
| 2 | 19MB3E20 | Product Innovation and Management |
| 3 | 19MB3E21 | Materials Management |
| 4 | 19MB3E22 | Service and Operations |
| 5 | 19MB3E23 | Business Process Reengineering |
| 6 | 19MB3E24 | Human Engineering |

## Systems

| S.No | Subject Code | Subject Title |
|:---:|:---:|:---|
| 1 | 19MB3E25 | Data Mining for Business Decision |
| 2 | 19MB3E26 | Managing  Software Projects |
| 3 | 19MB3E27 | Web Designing |
| 4 | 19MB3E28 | Business Analytics |
| 5 | 19MB3E29 | Managing  Digital  Innovation  and Transformation |
| 6 | 19MB3E30 | E-Business |

## IV-Semester-Electives

### Marketing

| S.No | Subject Code | Subject Title |
|------|--------------|---------------|
| 1 | 19MB4E01 | Services Marketing |
| 2 | 19MB4E02 | Promotion and Distribution Management |
| 3 | 19MB4E03 | Green Marketing |
| 4 | 19MB4E04 | Advertising  and Brand Management |
| 5 | 19MB4E05 | Global Marketing Management |
| 6 | 19MB4E06 | Marketing Research |

### Finance

| S.No | Subject Code | Subject Title |
|------|--------------|---------------|
| 1 | 19MB4E07 | Financial Derivatives |
| 2 | 19MB4E08 | Global Financial Management |
| 3 | 19MB4E09 | Financial Risk Management |
| 4 | 19MB4E10 | Strategic Financial Management |
| 5 | 19MB4E11 | Behavioral Finance |
| 6 | 19MB4E12 | Project Appraisal |

## Human Resource

| S.No | Subject Code | Subject Title |
|------|--------------|---------------|
| 1 | 19MB4E13 | Labour Welfare and Employment Laws |
| 2 | 19MB4E14 | International Human Resource Management |
| 3 | 19MB4E15 | Employee Relations and Engagement |
| 4 | 19MB4E16 | Human Resource Development |
| 5 | 19MB4E17 | Strategic Human Resource Management |
| 6 | 19MB4E18 | Stress Management |

## Operations Management

| S.No | Subject Code | Subject Title |
|------|--------------|---------------|
| 1 | 19MB4E19 | Sales and Operations Management |
| 2 | 19MB4E20 | Total Quality Management |
| 3 | 19MB4E21 | Project Management |
| 4 | 19MB4E22 | Technological and Social Innovation Management |
| 5 | 19MB4E23 | Sourcing Management |
| 6 | 19MB4E24 | Theory of Constraints |

## Systems

| S.No | Subject Code | Subject Title |
|------|--------------|---------------|
| 1 | 19MB4E25 | Big Data Analytics |
| 2 | 19MB4E26 | Enterprise Resource Planning |
| 3 | 19MB4E27 | Cyber Laws and  Security |
| 4 | 19MB4E28 | Information Systems Audit |
| 5 | 19MB4E29 | Artificial Intelligence and  Machine Learning |
| 6 | 19MB4E30 | Data Science Using R and Python |