

**VELAGAPUDI RAMAKRISHNA  
SIDDHARTHA ENGINEERING COLLEGE  
(Autonomous)**

Kanuru, Vijayawada – 520 007

(Approved by AICTE, Accredited by NAAC with 'A+' Grade and ISO 2001 - 2018 Certified)  
(Affiliated to Jawaharlal Nehru Technological University Kakinada)

**DEPARTMENT OF BUSINESS MANAGEMENT**

**MBA23 ACADEMIC REGULATIONS**

**W.e.f AY 2023-2024**

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## 1. INTRODUCTION

Academic Programmes of the College are governed by rules and regulations as approved by the Academic Council, which is the highest Academic body of the College. These academic rules and regulations are effective from the academic year 2023-24 for students admitted into a two-year post-graduate program the college offers leading to a Master of Business Administration (MBA).

The regulations listed under this head are for the MBA program, leading to the award of an MBA degree offered by the college with effect from the Academic Year 2023-24, and they are called “MBA23” regulations.

The regulations here are subjected to amendments as may be made by the Academic Council of the college from time to time, keeping the recommendations of the Board of Studies in view. Any or all such amendments will be effective from such date and to such batches of candidates, including those already undergoing the program, as may be decided by the Academic Council.

## 2. DEFINITIONS

- a) “Commission” means University Grants Commission (UGC)
- b) “Council” means All India Council for Technical Education (AICTE)
- c) “University” means Jawaharlal Nehru Technological University Kakinada, Kakinada (JNTUK)
- d) “College” means Velagapudi Ramakrishna Siddhartha Engineering College (VRSEC)
- e) “Programme” means any combination of courses and/or requirements leading to the award of a degree.
- f) “Course” means a subject, either theory or practical, identified by its course title and code number and which is typically studied in a semester.
- g) “Degree” means an academic degree conferred by the university upon those who complete the postgraduate curriculum.

## 3. DURATION OF THE PROGRAMME

The duration of the program is two academic years consisting of four semesters. A student shall be declared eligible for the award of an 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. 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 seat in the MBA course.

#### 4. MINIMUM INSTRUCTION DAYS

Each semester typically consists of a minimum of 90 instruction days with about 25 to 30 contact periods per week.

#### 5. ELIGIBILITY CRITERIA FOR ADMISSION

The eligibility criteria for admission into the MBA program as per the guidelines of the Andhra Pradesh State Council of Higher Education (APSCHE).

##### 5.1 CATEGORY –A Seats:

The Convener, APICET Admissions will fill these seats.

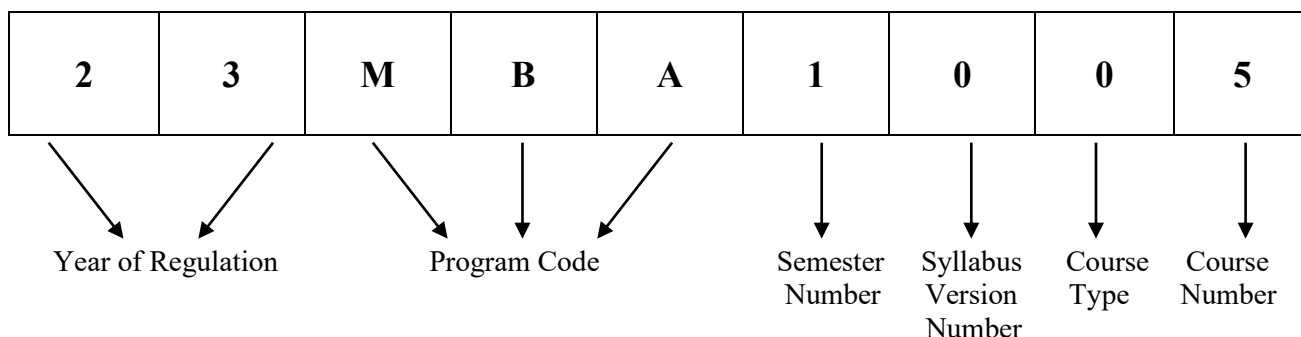
##### 5.2 CATEGORY –B Seats :

The College will fill these seats as per the guidelines of the Andhra Pradesh State Council of Higher Education (APSCHE).

#### 6. COURSE CODE AND COURSE NUMBERING SCHEME

Course Code consists of nine characters which include digits and alphabets.

A typical course code is illustrated in the following Figure 1:



**Figure 1: Course Numbering Scheme**

- The first two digits are described in Table 1

**Table 1: First Two Digits Description**

First Two Digits	Description
23	Year of Regulation

- The third to Fifth character is described in Table 2

**Table 2: Third to Fifth Character Description**

Third to Fifth Character	Program Description
MBA	Master of Business Administration

- The sixth character represents the semester of offering, as mentioned in Table 3.

**Table 3: Sixth Character description**

SIXTH CHARACTER	DESCRIPTION
1	First Semester
2	Second Semester
3	Third Semester
4	Fourth Semester

- The seventh character represents the syllabus version number of the course.
- The eighth character represents the course type in Table No.4

**Table 4: Course type description**

EIGHTH CHARACTER	DESCRIPTION
0	Theory course
5	Lab course

- The ninth character represents the course number, as shown in Fig. 1

## 6.1 CONTACT HOURS AND CREDITS

Credit means quantifying and recognizing learning. Credit is measured in terms of contact hours per week in a semester. The course credits are broadly fixed based on the following norms:

- Lectures – One lecture period per week is assigned one credit.
- Mini Projects – One period per week.
- Practical – 2 periods per week are assigned one credit.
- MOOCs, Soft Skills & Startup Business Plan shall have ONE (1) credit.
- The major project with a compulsory research article publication shall have THREE (3) credits.
- Comprehensive Viva shall have 3 Credits.
- However, some courses are prescribed with a fixed number of credits depending on the subject complexity and importance.

## 6.2 THEORY / MINI PROJECT CLASSES

Each course is prescribed with a fixed number of lecture periods per week. The course instructor shall deal with the course's concepts during lecture periods. For specific courses, mini-project periods are prescribed to give students exercises and closely monitor their learning ability.

### **6.3 LABORATORY CLASSES**

A minimum prescribed number of experiments have to be performed by the students, who shall complete these in all respects and get the record certified by the concerned Head of the Department.

### **6.4 PROGRAMME CREDITS**

The MBA program is designed to have a total of 100 credits. The student shall have to complete the courses and earn 100 credits for the award of the MBA degree.

## **7. SCHEME OF INSTRUCTION**

The scheme of instruction and syllabi of the MBA program is given separately.

## **8. MEDIUM OF INSTRUCTION**

The medium of instruction and examination is English.

## **9. SYLLABUS**

As approved by the concerned BOS and Academic Council

## **10. ELIGIBILITY REQUIREMENT FOR APPEARING SEMESTER END EXAMINATION AND CONDONATION**

**10.1** Regular course of study means a minimum average attendance of 75% in all the courses computed by totaling the number of periods of lectures, tutorials, and practicals, as the case may be, held in every course as the denominator and the total number of periods attended by the students in all the courses put together as the numerator.

**10.2** Respective Head of the Department may recommend condonation for the shortage of attendance on genuine medical grounds, provided the student puts in at least 65% attendance as calculated above and provided the Principal is satisfied with the genuineness of the reasons and the conduct of the students.

**10.3** Students with an attendance shortage shall pay Rs.20 per period of attendance shortage subject to a minimum of Rs.500.

**10.4** Minimum of 50% aggregate marks must be secured by the candidates in the internal examinations conducted for theory, lab, and project courses to be eligible to write semester-end examinations. However, suppose the student is eligible for promotion based on attendance, if necessary. In that case, a shortage of internal marks up to a maximum of 10% may be condoned by the Principal based on the recommendations of the Heads of the Department.

**10.5** Students with a shortage of internal marks up to a maximum of 10% shall have to pay the requisite fee towards condonation.

**10.6** A student, who does not satisfy the attendance and/or internal marks requirement, shall have to repeat that semester.

**10.7** Eligible candidates who failed to register for all papers for the semester-end examinations shall not be permitted to continue the subsequent semester and has to repeat the semester for which he/she has not registered for semester-end examinations.

## **11. EXAMINATIONS AND SCHEME OF EVALUATION**

The candidate's performance in each semester shall be evaluated subject-wise, with a maximum of 100 marks for theory and 100 marks for Laboratory, on the basis of Continuous Evaluation and Semester End Evaluation.

### **11.1 CONTINUOUS EVALUATION:**

#### **11.1.1 Theory Courses:**

Each course is evaluated for 40 marks (a+b).

a) The continuous evaluation shall be made based on the two mid-term examinations, each for **25** marks will be conducted in every theory course in a semester. The mid-term marks shall be awarded, giving a weightage of  $\frac{2}{3}^{\text{rd}}$  in the examination in which the student scores more marks and  $\frac{1}{3}^{\text{rd}}$  for the examination in which the student scores less marks. Each midterm examination shall be conducted for a duration of 90 minutes. **The question paper consists of seven questions, out of which five questions are to be answered**, each having five marks.

b) Remaining 15 marks are allotted for Mini Project (10 marks for the Report and five (5) marks for presentation and viva) in the respective subject. The student shall be informed regarding the mini-project during the first week of the semester and must submit the completed mini-project on or before the 12<sup>th</sup> week of the semester.

**Table 5: Mini Project Marks Distribution**

<b>S. No.</b>	<b>Criteria</b>	<b>Marks</b>
1	Mini-Project Report	10
2	Presentation and Viva	05

#### **11.1.2 Laboratory Courses:**

Laboratory courses shall be continuously evaluated for 40 internal marks during the semester. The distribution of internal marks is shown in Table 6.

**Table 6: Laboratory Internal Marks Distribution**

S. No.	Criteria	Marks
1	Continuous Assessment	10
2	Record	10
3	Internal Examination	20

**11.1.3 MOOCs and VRSEC Certifications – 1 and 2 :**

Every student has to complete certifications during the first two semesters' announced by online portals like SWAYAM/NPTEL, IIMBx, EdX, Coursera, Udemy, VRSEC (Advanced Management Course) etc.

Evaluation of the completion of certifications on the choice of their students' interest in semesters 1 and 2 through any online MOOC platforms, along with Certifications offered by the VRSEC and Viva-Voce Examination (Internal Evaluation) for 50 marks in semesters 1 and 2 to get the credit allotted.

**11.1.4 Soft Skills:**

Evaluation of Soft Skills course in 3<sup>rd</sup> semester through Written and Viva-Voce Examination for 50 marks along with second internal examinations; student must secure 50% marks to get the credit allotted.

**11.1.5 Startup Business Plan**

Evaluation of Startup Business Plan course in 4<sup>th</sup> semester for 50 marks as given below, and student must secure 50% marks to get the credit allotted.

**Table 7: Startup Business Plan Internal Marks Distribution**

S. No	Criteria	Marks
1	Presentation	25
2	Viva-Voce	25

**11.1.6 Major Project with Research Publication**

The Internal marks for the project report are awarded based on two components. The distribution of marks is shown in Table 8.

**Table 8: Major Project Internal Marks Distribution**

S. No	Criteria	Marks
1	Project Report	25
2	Presentation on Project & Research	15
Total		40

## 11.2 SEMESTER END EXAMINATIONS

### 11.2.1 Theory Courses:

Each course is evaluated for 60 marks. The Semester end examinations shall be conducted for Three (3) hours duration. The question paper shall be given in the following pattern:

**Table 9: Pattern of the Question Paper**

S. No.	Pattern	Marks
1.	<b>Part-A:</b> Five questions	5X2 = 10 Marks
2.	<b>Part-B:</b> Five Questions	5X8 =40 Marks
3.	<b>Part-C:</b> (Case Study)	1x10 = 10 Marks
	<b>Total</b>	<b>60 Marks</b>

### 11.2.2 Lab Courses: 60 marks

For laboratory courses, evaluation is for 60 marks. The distribution of external marks is shown in Table 10:

**Table 10: Laboratory External Marks Distribution**

S. No.	Criteria	Marks
1	Procedure	25
2	Program Execution	15
3	Viva-Voce	20

### 11.2.3 Comprehensive Viva (23MBA4051)

The external examiner will do the final comprehensive Viva for 100 marks. The student will be examined based on his/her knowledge of all the courses of the MBA Program, presentation skills, and communication skills.

## 11.3 EVALUATION OF PROJECT WORK

- a) A Project Review Committee (PRC) shall be constituted with the Head of the Department as chairperson, project supervisor, and two senior faculty members of the department.
- b) Every candidate shall work on projects approved by the PRC of the College.
- c) A student has to undertake a project for four (4) weeks in a Corporate Enterprise during the summer vacation and two weeks during the 3<sup>rd</sup> semester weekends. The PRC will suggest the duration of the project work. The candidates should work only during that period on a specific problem related to the elective subject. At the end of practical training, the student should submit a certificate obtained from the organization.
- d) The student should prepare a Project Report under the supervision of a guide from the department's faculty.



- e) Two copies of the Project dissertation certified by the Project supervisor shall be submitted to the College.
- f) The project report shall be adjudicated by one external examiner selected by the Principal. The HOD has to submit a panel of five eminent examiners in their respective fields.
- g) The viva-voce examination of the project report shall be conducted by a board consisting of the External examiner, Head of the Department, and Supervisor. The Candidate should secure a minimum of 50% marks in Project and viva-voce. The Head of the Department shall coordinate and make arrangements for the conduct of the viva-voce examination, which may be conducted for two days if necessary.
- h) If the candidate fails to secure a minimum of 50% of marks in the project (23MBA3051), he/she will not be eligible for the award of the degree. Still, on genuine grounds, he may be allowed to revise and resubmit the same and appear for subsequent viva-voce examination. In a particular case, if the candidate has not submitted his/her thesis due to ill health or any other reason permitted by the head of the institution, he/she will be given a chance to attend the viva-voce examination conducted separately later. The expenditure for conducting the viva-voce is completely borne by the candidate.
- i) After the project work, the student are advised to publish the research paper in reputed journals.

## **12. CONDITIONS FOR PASS AND AWARD OF DEGREE**

### **12.1. CONDITION FOR PASS AND AWARD OF GRADES AND CREDITS**

- a) A candidate shall be declared to have passed an individual Theory course if he/she secures a minimum of 50% aggregate marks (internal & semester-end examination marks put together), subject to a minimum of 40% marks in the semester-end examination.
- b) A candidate shall be declared to have passed an individual lab/term paper/project course if he/she secures a minimum of 50% aggregate marks (internal & semester-end examination marks put together), subject to a minimum of 50% marks in the semester-end examination.
- c) If a candidate secures a minimum of 40% marks in theory courses in the semester-end examination and 40% - 49% of the total marks in the semester-end examination and internal evaluation taken together in some theory courses and secures an overall aggregate of 50% in all theory courses of that semester he/she declared to be passed in the theory courses of that semester in the regular examination. This provision is applicable for regular candidates only during Regular Semester End Examinations. A candidate appearing in the supplementary semester-end examination should satisfy 12.1a to pass each course.

- d) The candidate has to pass the failed course by appearing in the examination when offered next as per the requirement for the award of degree. Supplementary examinations will be conducted with every regular semester-end examination.
- e) On passing a course in a program, the student shall earn assigned credits in that course.

## 12.2. METHOD OF AWARDING LETTER GRADES AND GRADE POINTS FOR A COURSE

A letter grade and grade points will be awarded to a student in each course based on his/her performance as per the grading system shown in Table 11.

**Table 11: Grading System for Individual Theory/Lab/Project**

Theory	Lab/Project	Grade Points	Letter Grade
90% and above	90% and above	10	Ex
80 to < 90%	80 to < 90%	9	A+
70 to < 80%	70 to < 80%	8	A
60 to < 70%	60 to < 70%	7	B
50 to < 60%	55 to < 60%	6	C
40 to < 50%	50 to < 55%	5	D
< 40%	< 50%	0	F (Fail)
ABSENT	ABSENT	0	AB

## 12.3. CALCULATION OF SEMESTER GRADE POINTS AVERAGE (SGPA)\* AND AWARD OF DIVISION FOR THE PROGRAM

Each student's performance at the end of each semester is indicated in terms of SGPA. The SGPA is calculated as below:

$$\text{SGPA} = \frac{\sum (\text{CR} \times \text{GP})}{\sum \text{CR}} \quad (\text{for all courses passed in the semester})$$

Where CR= Credits of a course

GP = Grade points awarded for a course

\* SGPA is calculated for the candidates who passed all the courses in that semester.

## 12.4. CALCULATION OF CUMULATIVE GRADE POINTS AVERAGE (CGPA) FOR THE ENTIRE PROGRAMME.

The CGPA is calculated as below:

$$\text{CGPA} = \frac{\sum (\text{CR} \times \text{GP})}{\sum \text{CR}} \quad (\text{for the entire program})$$

Where CR= Credits of a course

GP = Grade points awarded for a course

## 12.5 AWARD OF DIVISION

The award of division for the MBA program for the candidates admitted into the MBA in the year 2023-24 and onwards as shown in Table 12.

**Table 12: Criteria for the Award of Division**

CGPA	DIVISION
$\geq 7.75$	First Class with Distinction
$\geq 6.75$	First Class
$\geq 5.75$ to $\geq 6.75$	Second Class
$\geq 5.00$ to $\geq 5.75$	Pass Class
$< 5$	Fail

- For the purpose of awarding First Class with Distinction CGPA obtained within TWO (2) years – candidates admitted through APICET and Management Quota.
- Detained and break-in study candidates are not eligible for the First Class with Distinction award.
- For the purpose of awarding First, Second, and Pass Classes, CGPA obtained in the examinations that appeared within the maximum period allowed for the completion of the course shall be considered.

## 12.6 TRANSITORY REGULATIONS

A candidate who is detained or discontinued in the semester, on readmission, shall be required to pass all the courses in the curriculum prescribed for such batch of students in which the student joins subsequently and the academic regulations apply to him/her which have in force at the time of his/her admission. However, the exemption will be given to those candidates who have already passed such courses in the earlier semester(s), and additional subjects are to be studied as approved by the Board of Studies and ratified by Academic Council.

## 13. READMISSION CRITERIA

A candidate, who is detained in a semester due to lack of attendance/marks, has to obtain written permission from the Principal for readmission into the same semester after duly fulfilling all the required norms stipulated by the college in addition to paying the administrative fee of Rs.1,000/-

## 14. BREAK-IN STUDY

The student who discontinues the studies for what so ever may be reason can get readmission into an appropriate semester of the MBA program after break-in study only with the prior permission of the Principal of the College, provided such candidate shall follow the transitory regulations applicable to such batch in which he/she joins. An administrative fee of Rs. 2000/- per each year of study break has to be paid by the candidate to condone his/her break in study.

## 15. ELIGIBILITY FOR AWARD OF MBA DEGREE

The MBA Degree shall be conferred on a candidate who has satisfied the following requirement.

- A student should register himself/herself for 100 credits and obtain all the 100 credits to become eligible for the award of an MBA Degree.

## 16. CONDUCT AND DISCIPLINE

- Students shall conduct themselves within and outside the premises of the Institute in a manner befitting the students of our Institution.
- As per the order of the Honorable Supreme Court of India, ragging in any form is considered a criminal offence and is banned. Any form of ragging will be severely dealt with.
- The following acts of omission and/or commission shall constitute a gross violation of the code of conduct and are liable to invoke disciplinary measures concerning ragging.
  - i. Lack of courtesy and decorum; indecent behavior anywhere within or outside the campus.
  - ii. Willful damage or distribution of alcoholic drinks or any kind of narcotics or fellow students/citizens.
- The following activities are not allowed on the campus.
  - i. Possession, consumption, or distribution of alcoholic drinks or any kind of narcotics or hallucinogenic drugs.
  - ii. Mutilation or unauthorized possession of library books.
  - iii. Noisy and indecent behavior, disturbing studies of fellow students.
  - iv. Hacking computer systems (such as entering into other person's areas without prior permission, manipulation and/or damage of computer hardware and software, or any other cybercrime, etc.
  - v. Students are not allowed to use cell phones on campus.
  - vi. Plagiarism of any nature.
  - vii. Any other act of gross indiscipline as decided by the college from time to time.
- Commensurate with the gravity of the offence, the punishment may be a reprimand, fine, expulsion from the institute/hostel, debarment from an examination, disallowing the use of certain facilities of the Institute, rustication for a specified period, or even outright expulsion from the Institute, or even handing over the case to appropriate law enforcement authorities or the judiciary, as required by the circumstances.
- For an offence committed in (i) a hostel, (ii) a department or in a classroom, and (iii) elsewhere, the Chief Warden, the Head of the Department, and the Principal, respectively, shall have the authority to reprimand or impose a fine.

- Cases of adoption of unfair means and/or any malpractice in an examination shall be reported to the principal for taking appropriate action.
- Unauthorized collection of money in any form is strictly prohibited.
- Detained and Break-in-Study candidates are allowed into the campus for academic purposes only with permission from Authorities.
- Misconduct committed by a student outside the college campus but having the effect of damaging, undermining & tarnishing the image & reputation of the institution will make the student concerned liable for disciplinary action commensurate with the nature & gravity of such misconduct.
- The Disciplinary Action Committee, constituted by the principal, shall be the authority to investigate the details of the offence, and recommend disciplinary action based on the nature and extent of the offence committed.
- “Grievance appeal Committee” (General) constituted by the Principal shall deal with all academic/administrative/disciplinary grievances.
- All the students must abide by the code and conduct rules of the college.

## **17. MALPRACTICES**

- The Principal shall refer the malpractice cases in internal assessment tests and Semester-End Examinations to a Malpractice Enquiry Committee constituted by him/her for the purpose. Such a committee shall follow the approved scales of punishment. The Principal shall take necessary action against the erring students based on the committee's recommendations.
- Any action on the part of a candidate at an examination trying to get undue advantage in the performance at examinations or trying to help another, or derive the same through unfair means is punishable according to the provisions contained hereunder. The involvement of the Staff, who is in charge of conducting examinations, valuing examination papers, and preparing/keeping records of documents relating to the examinations in such acts (inclusive of providing incorrect or misleading information) that infringe upon the course of natural justice to one and all concerned at the examination shall be viewed seriously and recommended for award of appropriate punishment after thorough enquiry.

## **18. OTHER MATTERS**

**18.1** The physically challenged candidates who have availed additional examination time and a scribe during their Graduation/API CET examinations will be given similar concessions on producing relevant proof/documents.

**18.2** Students suffering from contagious diseases are not allowed to appear in either internal or semester-end examinations.

**18.3** The students who participated in coaching/tournaments held at state / National / International levels through University / Indian Olympic Association during the end-semester external examination period will be promoted to subsequent semesters until the entire course is completed as per the University Grants Commission Letter No guidelines. F.1-5/88 (SPE/PES), dated 18-08-1994.

**18.4** The Principal shall deal with any academic problem not covered under these rules and regulations in consultation with the Heads of the Departments in an appropriate manner. Subsequently, such actions shall be placed before the academic council for ratification. Any emergency modification of regulation approved in the Heads of the Departments Meetings shall be reported to the Academic Council for ratification.

## **19. AMENDMENTS TO REGULATIONS**

The Academic Council may, from time to time, revise, amend or change the regulations, schemes of examination and/or syllabi.

Note: The MBA23 Academic regulations approved in the 31<sup>st</sup> Meeting of the Academic council held on 24/06/2023.

## V. R. SIDDHARTHA ENGINEERING COLLEGE

### DEPARTMENT OF BUSINESS MANAGEMENT

#### MBA Scheme of Instruction and Examination - MBA23 Regulation

##### First Year - SEMESTER-I

S.No.	Course Code	Course Title	L	M	P	C	I	E	T
1	23MBA1001	Management Theory and Practice	3	1	-	3	40	60	100
2	23MBA1002	Managerial Economics	3	1	-	3	40	60	100
3	23MBA1003	Marketing Management	3	1	-	3	40	60	100
4	23MBA1004	Accounting for Managers	3	1	-	3	40	60	100
5	23MBA1005	Statistics for Managers	3	1	-	3	40	60	100
6	23MBA1006	Organizational Behavior	3	1	-	3	40	60	100
7	23MBA1007	Business Communication	3	1	-	3	40	60	100
8	23MBA1008	MOOCs: SWAYAM/NPTEL, VRSEC, IIMBx, EdX, Coursera, Udemy, etc., Certifications	-	-	-	1	50	-	50
9	23MBA1051	IT for Managers	1	-	5	3	40	60	100
			22	7	5	25	370	480	850

**L:** Lecture

**M:** Mini Project

**P:** Practicals

**C:** Credits

**I:** Internal Assessment

**E:** End Examination

**T:** Total Marks

**First Year - SEMESTER-II**

<b>S.No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>L</b>	<b>M</b>	<b>P</b>	<b>C</b>	<b>I</b>	<b>E</b>	<b>T</b>
1	23MBA2001	Financial Management	3	1	-	3	40	60	100
2	23MBA2002	Human Resource Management	3	1	-	3	40	60	100
3	23MBA2003	Operations Management	3	1	-	3	40	60	100
4	23MBA2004	Innovation Management	3	1	-	3	40	60	100
5	23MBA2005	Business Analytics	3	1	-	3	40	60	100
6	23MBA2006	Business Research Methods	3	1	-	3	40	60	100
7	23MBA2007	Operations Research	3	1	-	3	40	60	100
8	23MBA2008	MOOCs SWAYAM/NPTEL, VRSEC, IIMBx, EdX, Coursera, Udemy, etc., Certifications	-	-	-	1	50	-	50
9	23MBA2051	Introduction to R for Data Analysis	1	-	5	3	40	60	100
			22	7	5	25	370	480	850

**L:** Lecture**M:** Mini Project**P:** Practicals**C:** Credits**I:** Internal Assessment**E:** End Examination**T:** Total Marks



### Second Year - SEMESTER-III

S.No.	Course Code	Course Title	L	M	P	C	I	E	T
1	23MBA3001	Strategic Management	3	1	-	3	40	60	100
2	23MBA3002	International Business	3	1	-	3	40	60	100
3	23MBA3003	Digital Marketing	3	1	-	3	40	60	100
4	23MBA3004(M1)	Consumer Behavior	3	1	-	3	40	60	100
	23MBA3004(M2)	Retail Management							
5	23MBA3005(M1)	Marketing Research	3	1	-	3	40	60	100
	23MBA3005(M2)	Brand Management							
6	23MBA3006(F1)	Investment Management	3	1	-	3	40	60	100
	23MBA3006(F2)	Marketing of Financial Services							
	23MBA3006(H1)	HRD Strategies and Systems							
	23MBA3006(H2)	Global HRM							
7	23MBA3007(F1)	Financial Derivatives	3	1	-	3	40	60	100
	23MBA3007(F2)	Banking and Insurance							
	23MBA3007(H1)	Performance Management							
	23MBA3007(H2)	Management of Industrial Relations							
8	23MBA3051	Major Project with Compulsory Research Publication	2	-	-	3	40	60	100
9	23MBA3052	Soft Skills	2	-	-	1	50	-	50
			25	7	-	25	370	480	850

**L:** Lecture**M:** Mini Project**P:** Practicals**C:** Credits**I:** Internal Assessment**E:** End Examination**T:** Total Marks

### Second Year - SEMESTER-IV

S.No.	Course Code	Course Title	L	M	P	C	I	E	T
1	23MBA4001	Entrepreneurship and Small Business Management	3	1	-	3	40	60	100
2	23MBA4002	Business Law and Ethics	3	1	-	3	40	60	100
3	23MBA4003	Services Marketing	3	1	-	3	40	60	100
4	23MBA4004(M1)	Sales Management	3	1	-	3	40	60	100
	23MBA4004(M2)	Product Management							
5	23MBA4005(M1)	International Marketing	3	1	-	3	40	60	100
	23MBA4005(M2)	Integrated Marketing Communications (IMC)							
6	23MBA4006(F1)	International Financial Management	3	1	-	3	40	60	100
	23MBA4006(F2)	Financial Engineering and Modeling							
	23MBA4006(H1)	Organizational Leadership							
	23MBA4006(H2)	Training and Development							
7	23MBA4007(F1)	Financial Analytics	3	1	-	3	40	60	100
	23MBA4007(F2)	Project management							
	23MBA4007(H1)	Managing Change in Organizations							
	23MBA4007(H2)	HR Analytics							
8	23MBA4051	Comprehensive Viva	-	-	-	3	-	100	100
9	23MBA4052	Start-up Business Plan	2	-	-	1	50	-	50
			23	7	-	25	330	520	850

**L:** Lecture  
**I:** Internal Assessment

**M:** Mini Project  
**E:** End Examination

**P:** Practicals  
**T:** Total Marks

**C:** Credits

**Dual Electives**

The elective papers will be offered in the areas of Marketing, Finance and Human Resources Management. The students should choose any two of the following elective areas at the beginning of the third and fourth semesters of MBA. The students must keep elective areas selected in the third semester, which should be chosen in the fourth semester.

**ELECTIVES FOR III SEMESTER****Marketing (Electives): III SEMESTER**

23MBA3004(M1): Consumer Behavior

23MBA3004(M2): Retail Management

23MBA3005(M1): Marketing Research

23MBA3005(M2): Brand Management

**Finance (Electives): III SEMESTER**

23MBA3006(F1): Investment Management

23MBA3006(F2): Marketing of Financial Services

23MBA3007(F1): Financial Derivatives

23MBA3007(F2): Banking and Insurance

**Human Resource Management (Electives): III SEMESTER**

23MBA3006(H1): HRD Strategies and Systems

23MBA3006(H2): Global HRM

23MBA3007(H1): Performance Management

23MBA3007(H2): Management of Industrial Relations

## **ELECTIVES FOR IV SEMESTER**

### **Marketing (Electives): IV SEMESTER**

23MBA4004(M1): Sales Management

23MBA4004(M2): Product Management

23MBA4005(M1): International Marketing

23MBA4005(M2): Integrated Marketing Communications (IMC)

### **Finance (Electives): IV SEMESTER**

23MBA4006(F1): International Financial Management

23MBA4006(F2): Financial Engineering and Modeling

23MBA4007(F1): Financial Analytics

23MBA4007(F2): Project management

### **Human Resource Management (Electives): IV SEMESTER**

23MBA4006(H1): Organizational Leadership

23MBA4006(H2): Training and Development

23MBA4007(H1): Managing Change in Organizations

23MBA4007(H2): HR Analytics

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