

ACADEMIC REGULATIONS COURSE STRUCTURE AND DETAILED SYLLABUS

For

MASTER OF BUSINESS ADMINISTRATION



**JAWAHARLALNEHRU TECHNOLOGYUNIVERSITYKAKINADA
KAKINADA - 533 003, Andhra Pradesh, India**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY:
KAKINADA (Established by Andhra Pradesh Act No.30 of 2008)
Kakinada – 533 003, Andhra Pradesh (India)**

ACADEMIC REGULATIONS MBA (Regular) 2013-2014
(Effective for the students admitted into first year from the
academic year 2013-2014)

The MBA Degree of the Jawaharlal Nehru Technological University Kakinada 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

Admission to the above programme shall be made subject to the eligibility, qualifications and specialization prescribed by the University from time to time. Admissions shall be made on the basis of merit rank obtained by the qualifying candidate at ICET examination or at an Entrance Test conducted by the university subject to reservations prescribed by the university from time to time.

AWARD OF MBA DEGREE

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.

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.

ATTENDANCE

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.

Condonation of shortage of attendance up to 10% i.e. 65% and above and below 75% may be given by the College Academic Committee.

Condonation of shortage attendance shall be granted only on genuine and valid reasons on representation by the candidate with supporting evidence. Shortage of attendance below 65% shall in no case be condoned. A candidate shall not be promoted to the next semester unless he fulfills the attendance requirements of the previous semester.

4.0 EVALUATION

The performance of the candidate in each semester shall be evaluated subject-wise, with a maximum of 100 marks for practicals, on the basis of the Internal Evaluation and End Examination

For the theory subjects 60 marks shall be awarded based on the performance in the End Examination. Remaining 40 Internal marks are divided in Two Mid Examinations and taking average for awarding the Internal Marks.

Remaining 40 marks shall be awarded based on Internal Examination. Two Internal Examinations of 40 marks each will be conducted in semester and taking average for awarding the Internal Marks. The Internal Examination will have two components:

- i) First 20 marks is Mid examination with duration of 120 minutes. The student has to answer four questions out of four questions.
- ii) Remaining 20 marks is allotted for Mini Report (10marks for preparation of Report and 10 marks for presentation in the class room) in the respective subject.

For practical subjects, 60 marks shall be awarded based on the performance in the End Semester Examinations, 40 marks shall be awarded based on the day-to-day performance as Internal Marks. 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.

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 candidate must re-register for the subject(s) and secure required minimum attendance. Attendance in the re-registered subject(s) has to 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 decided upon the eligibility for writing 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.

A Candidate shall be allowed to submit the project report only after fulfilling the attendance requirements of all the semesters. The viva-voce examination shall be conducted after completion of the fourth semester end examinations.

Laboratory examination for MBA course must be conducted with two Examiners, one of them being Laboratory Class Teacher and second examiner shall be other than Class Teacher.

EVALUATION OF PROJECT WORKS

A Project Review Committee (PRC) of the college is to be constituted with Principal/Director as chairperson, heads of the departments, which are offering PG courses, and two other senior faculty members of the department offering MBA.

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. Every candidate shall work on projects approved by the PRC of the College.

A student has to undergo practical training for a period of 6 weeks in a Corporate Enterprise after the Second Semester/ Summer vacations. In training period, the candidates should work 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.

The student should prepare a Project Report under the supervision of

a guide from the faculty of management of the concerned college. However, the students who prepare Project Report in the area of systems can also work under the guidance of Faculty member from Computer Science Department.

Three copies of Project dissertation certified by the Project supervisor shall be submitted to the College/School

The project report shall be adjudicated by one examiner selected by the University.

The College will submit a 5-member panel who are eminent in that field of study.

The viva-voce examination of the project report shall be conducted by a board consisting of the External examiner, the Head of the Department and Supervisor. The Candidate should have to secure **Grade A/Grade B/Grade C** in Project viva-voce.

Head of the Department shall coordinate and make arrangements for the conduct of viva-voce examination.

If the candidate fails to secure **Grade A/Grade B/Grade C** in project viva-voce, the candidate will retake the viva-voce examination after three months. If he fails to get **Grade A/Grade B/Grade C** at the second viva-voce examination, he will not be eligible for the award of the degree, unless the candidate is asked to revise and resubmit. If the candidate fails to secure **Grade A/Grade B/Grade C** again, the project shall be summarily rejected.

Grade A: Excellent, Grade B: Good, Grade C: Satisfactory, Grade D: Unsatisfactory

6.0 AWARD OF DEGREE AND CLASS

A candidate shall be eligible for the award of MBA degree if he satisfies the minimum academic requirements in every subject and in his project thesis/dissertation and viva-voce.

First class with Distinction:	70% or more
First class	below 70% but not less than 60%
Second class	below 60% but not less than 50%

7.0 WITHHOLDING OF RESULTS

If the candidate has not paid any dues to the university 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.

GENERAL

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

In case of any doubt of ambiguity in the interpretation of the above rules, the decision of the Vice-Chancellor is final.

The University 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 University.

Wherever the word he, him or his occur, it will also include she, her and hers.

There shall be no transfers within the constituent colleges of Jawaharlal Nehru Technological University Kakinada.

MALPRACTICES RULES

DISCIPLINARY ACTION FOR/ IMPROPER CONDUCT IN EXAMINATIONS

	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.
(b)	Gives assistance or guidance or receives it from any other candidate orally or by any other body language methods or communicates through cell phones with any candidate or persons in or outside the exam hall in respect of any matter.	Expulsion from the examination hall and cancellation of the 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	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

	(theory or practical) in which the candidate is appearing.	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 candidate is also debarred and forfeits the seat. The performance of the original candidate who has been impersonated, shall be cancelled in all the subjects of the examination (including practicals and project work) already appeared and shall not be allowed to appear for examinations of the remaining 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. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.
4.	Smuggles in the Answer book or additional sheet or takes out or arranges to send out the question paper during the examination or answer book or additional sheet, during or after	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

	the examination.	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.
5.	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.	Cancellation of the performance in that subject.
6.	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 of 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	In case of students 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 subjects of that semester/year. The candidates also are debarred and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them.

	<p>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>	
7.	<p>Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall.</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 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.</p>
8.	<p>Possess any lethal weapon or firearm in the examination hall.</p>	<p>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</p>

		examinations of the subjects of that semester/year. The candidate is also debarred and forfeits the seat.
9.	If 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 clause 6 to 8.	Student of the colleges 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 the subjects of that semester/year. The candidate is also debarred and forfeits the seat. Person(s) who do 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 the subjects 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 and all other subjects the candidate has appeared including practical examinations and project work of that semester/year examinations.
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

1. Punishments to the candidates as per the above guidelines.
2. Punishment for institutions : (if the squad reports that the college is also involved in encouraging malpractices)
 - (i) A show cause notice shall be issued to the college.
 - (ii) Impose a suitable fine on the college.
 - (iii) Shifting the examination centre from the college to another college for a specific period of not less than one year.



JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY: KAKINADA






KAKINADA-533003, Andhra Pradesh (India)
For Constituent Colleges and Affiliated Colleges of JNTUK

Ragging

Prohibition of ragging in educational institutions Act 26 of 1997

Salient Features

- ⊖ Ragging within or outside any educational institution is prohibited.
- ⊖ Ragging means doing an act which causes or is likely to cause Insult or Annoyance of Fear or Apprehension or Threat or Intimidation or outrage of modesty or Injury to a student

	Imprisonment upto		Fine Upto
Teasing, Embarrassing and Humiliation	 6 Months	+	Rs. 1,000/-
Assaulting or Using Criminal force or Criminal intimidation	1 Year	+	Rs. 2,000/-
Wrongfully restraining or confining or causing hurt	 2 Years	+	Rs. 5,000/-
Causing grievous hurt, kidnapping or Abducts or rape or committing unnatural offence	 5 Years	+	Rs.10,000/-
Causing death or abetting suicide	10 Months	+	Rs. 50,000/-

In Case of Emergency CALL TOLL FREE NO. : 1800 - 425 - 1288

LETUS MAKE JNTUKARAGGINGFREE UNIVERSITY



**JAWAHARLAL NEHRU TECHNOLOGICAL
UNIVERSITY: KAKINADA**
KAKINADA-533003, Andhra Pradesh (India)
For Constituent Colleges and Affiliated Colleges of JNTUK



Ragging

ABSOLUTELY NO TO RAGGING

1. Ragging is prohibited as per Act 26 of A.P. Legislative Assembly, 1997.
2. Ragging entails heavy fines and/or imprisonment.
3. Ragging invokes suspension and dismissal from the College.
4. Outsiders are prohibited from entering the College and Hostel without permission.
5. Girl students must be in their hostel rooms by 7.00 p.m.
6. All the students must carry their Identity Card and show them when demanded
7. The Principal and the Wardens may visit the Hostels and inspect the rooms anytime.



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Course Structure MBA (Regular) 2013-2014

(Effective for the students admitted into first year from the academic year 2013-2014)

ISEMESTER

Subject	Title	Marks	Credits
1	Management Theory & Organization Behavior	100	3
2	Managerial Economics	100	3
3	Accounting for Managers	100	3
4	Managerial Communication & Soft Skills	100	3
5	Business Environment	100	3
6	Quantitative Analysis for Business Decision	100	3
7	IT – LAB	100	2

SEMESTER - II

Subject	Title	Marks	Credits
1	Financial Management	100	3
2	Human Resource Management	100	3
3	Marketing Management	100	3
4	Production and Operations Management	100	3
5	Business Research Methods	100	3
6	Business Ethics and Corporate Governance	100	3
7	Mini Project+Seminar on Mini Project	50+50	2+2

SEMESTER - III

Subject	Title	Marks	Credits
1	Strategic Management	100	3
2	Legal Aspects of Business	100	3
3	Retail Management	100	3
4	Elective –I	100	3
5	Elective –II	100	3
6	Elective –I	100	3
7	Elective –II	100	3

SEMESTER - IV

Subject	Title	Marks	Credits
1	Logistic and Supply Chain Management	100	3
2	Entrepreneurship Development	100	3
3	Elective –III	100	3
4	Elective –IV	100	3
5	Elective –III	100	3
6	Elective – IV	100	3
7	Major Project & Comprehensive Viva	Grade	8
	Total Marks / Credits	2700	90

Dual Electives:

The elective papers will be offered in the areas of Marketing, Finance, Human Resource Management (HRM), and Systems. The students should choose any **Two** of the following **elective areas** in the beginning of the third semester of MBA. Specialization will be offered subject to a minimum of 20 students.

Marketing (Elective-I)

- I. Product Management
- II. Promotion and Distribution Management
- III. Services Marketing
- IV. Consumer Behavior

Finance (Elective-II)

- I. Investment Management
- II. Banking and Insurance
- III. International Financial Management
- IV. Financial Risk Management

HRM (Elective-III)

- I. Compensation and Performance Management
- II. Management of Industrial Relations
- III. Global Human Resource Management
- IV. Management of Change and Development

Systems (Elective-IV)

- I. E-Business
- II. Enterprise Resource Planning
- III. Information Systems Audit & Control
- IV. Software Project Management