

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY KAKINADA:  
KAKINADA**

**School of Management Studies**

**ACADEMIC REGULATIONS MBA (Regular) 2009-2010**

(Effective for the students admitted into first year from the academic year 2009-2010)

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.

**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.

**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 consisting of Principal , Head of the Department and two senior faculty member.
- 3.3 Condonation of shortage attendance shall be granted only on genuine and valid reasons on representation by the candidate with supporting evidence.
- 3.4 Shortage of attendance below 65% shall in no case be condoned.
- 3.5 A candidate shall not be promoted to the next semester unless he fulfills the attendance requirements of the precious 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

- 4.1 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 of 20 marks each and taking average for awarding the Internal Marks for Mid Examination to two components:
- i) **Duration for the examination is 120 minutes with four questions to be answered out of four questions.**
  - ii) Remaining 20 marks is allotted for Mini Project (10marks for Report and 10 marks for presentation in the class room) in the respective subject.
- 4.2 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.
- 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 candidate must reregister 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.

- 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 viva-voce examination shall be conducted after completion of the fourth semester end examinations.
- 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 other than Class Teacher.

## **5.0 EVALUATION OF PROJECT WORKS**

- 5.1 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.
- 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 on projects approved by the PRC of the College.
- 5.4 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.

- 5.5 Three copies of Project dissertation certified by the Project supervisor shall be submitted to the College/School
- 5.6 The Chairman BOS School of Management JNTU Kakinada will prepare the list of qualified teachers to be examiners, project guides and other similar evaluators, will place before board and pass on the approved list to the concern authority to execute such works.
- 5.7 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.

- 5.8 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.

- 5.9 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 and he will not be allowed into the next semester. 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 2.

## 9.0 GENERAL

- 9.1 The academic regulations should be read as a whole for purpose of any interpretation.
- 9.2 In case of any doubt of ambiguity in the interpretation of the above rules, the decision of the Vice-Chancellor is final.
- 9.3 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.
- 9.4 Wherever the word he, him or his occur, it will also include she, her and hers.
- 9.5 There shall be no transfers within the constituent colleges of Jawaharlal Nehru Technological University Kakinada.

### Semester I

Subject Code	Title	Total Marks	No. of Hours
C-101	Management Theory and Practice	100	4
C-102	Managerial Economics	100	4
C-103	Financial Accounting and analysis	100	4
C-104	Organization Communication	100	4
C-105	Business Environment	100	4
C-106	Quantitative Analysis for Business Decision	100	4
C-107	Data Base Management System	100	4
C-108	Information Technology I -Lab	100	6

### Semester II

Subject Code	Title	Total Marks	No. of Hours
C-201	Financial Management	100	4
C-202	Marketing Management	100	4
C-203	Human Resource Management	100	4
C-204	Production and Operations Management	100	4
C-205	Organizational Behavior	100	4
C-206	Introduction to Technology Management	100	4
C-207	Research Methodology	100	4
C-208	Information Technology II-Lab	100	6

### Semester III

Subject	Title	Total Marks	No. of Hours
C-301	Cost and Management Accounting	100	4
C-302	Business Laws	100	4
C-303	Strategic Management	100	4
C-304	Knowledge Management	100	4
E-301	Elective -I	100	4
E-302	Elective -II	100	4
E-303	Elective -I	100	4
E-304	Elective -II	100	4

### Semester IV

Subject Code	Title	Total Marks	No. of Hours
C-401	Logistic and Supply Chain Management	100	4
C-402	Entrepreneurship and Project Management	100	4
C-403	Business Ethics and Governance	100	4
E-401	Elective -III	100	4
E-402	Elective -IV	100	4
E-403	Elective -III	100	4
E-404	Elective - IV	100	4
	Project Report		6
	Viva-voce		-

### Dual Electives

The elective papers will be offered in the areas of Marketing, Finance, Human Resources (HR), 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 with minimum of 20 students.

#### Marketing (Elective)

- I. Services Marketing
- II. Advertising and Brand Management
- III. International Marketing
- IV Sales and Distribution Management

#### Finance (Elective)

- I. Security Analysis and Portfolio Management
- II. Financial Institutions and Services
- III. International Financial Management
- IV. Strategic Investment and Financing Decisions

**HRM (Elective)**

- I. Global HRM
- II. Management of Industrial Relations
- III. Performance Management
- IV. Management of Change and Development

**Systems (Elective)**

- I. Data Warehousing and Data Mining
- II. E-Commerce.
- III. Systems Audit
- IV. Decision Support Systems