



SRI VASAVI ENGINEERING COLLEGE (Autonomous)

(Sponsored by Sri Vasavi Educational Society; Regd. No: 898/2000)

(Approved by AICTE, New Delhi & Permanently affiliated to JNTUK, Kakinada)

(Accredited by NAAC with 'A' Grade, Recognized by UGC under section 2(f) & 12(B))

Pedatadepalli, TADEPALLIGUDEM – 534 101, W.G. Dist, (A.P.)

DEPARTMENT OF MANAGEMENT STUDIES (MBA)

Minutes of the 7th Board of Studies meeting of Management Studies held on 02/09/2024

The following are the members who attended the meeting.

S.No	Name of the member	Designation	Role
1	Dr.G.V.Subba Raju	Professor Sri Vasavi Engg.College	Chairman BOS
2	Prof. B. Amarnath	Former Professor, Department of Management Studies Sri Venkateswara University. Tirupathi.	Council Nominee
3	Prof.D.Suryachandra Rao	Professor, Department of Management Studies, Krishna University, Machilipatnam	University Nominee
4	Sri. P.S.Varma	Former D G M, Coromandel International Limited, Kakinada	Industry expert
5	Dr JNV Raghuram	Professor, Department of Mangement Studies, VIT-Vellore	Subject Expert
6	Sri Sarath Ponamgi	Senior Customer Success Lead-Asia Pacific Region D Local Payments Pvt Ltd., Hyderabad	Alumni
Department of Management Studies, Sri Vasavi Engineering College members			
7	D. Naveen Kumar	Asst. Professor & HOD	Member
8	Dr. S. Krishna Murthy Naidu	Associate Professor	Member
9	Dr.K.Rambabu	Asst. Professor	Member
10	T Dileep	Asst. Professor	Member
11	K Pavan Kumar	Asst. Professor	Member

12	P.Bharath Kumar	Asst. Professor	Member
13	K.Lalitha Bhavani	Asst. Professor	Member
14	P.Devi	Asst. Professor	Member
15	R V Rajasekhar	Asst. Professor	Member
16	P Bala Jyothi	Asst. Professor	
17	V Sandhya	Asst. Professor	Member

The Chairman of the BOS Extended a formal welcome to the members and handed over the proceedings to the Head of the Department.

Minutes of the 7th BOS Meeting

Item No.1:

- **Reviewed and approved the MBA REGULATIONS under V24 Regulations.**

The Chairman of BOS proposed the NEW REGULATIONS under V24 from the Academic year 2024-25. After considering the suggestions made by all BOS members the Regulations are modified accordingly and were approved by BOS. The approved regulations are enclosed under Annexure-1

Item No.2:

- **Approved the New MBA Course Structure under V24 Regulations.**

The new course structure under V24 Regulations has been approved by BOS. The approved course structure is enclosed under Annexure-2

Item No.3:

- **Approved the Syllabus for 1st and 2nd Semesters under V24 Regulation**

The syllabus under V24 regulation related to 1st and 2nd semesters is presented before BOS members. After considering the suggestions made by all BOS members the syllabi is modified and is approved by BOS. The approved Syllabi is enclosed under Annexure – 3

Item No.4:

- **Approved the Syllabi of Managerial Economics & Financial Analysis(MEFA), Universal Human Values – II, Industrial Engineering, Soft Skills under V23 Regulation for engineering branches.**

The syllabus under V23 regulation related to MEFA, UHV-II, IE and Soft Skills for engineering courses is presented before BOS members. After considering the suggestions made by all BOS members the syllabi is modified and is approved by BOS. The approved Syllabi is enclosed under Annexure – 4

ANNEXURE- 1

ACADEMIC RULES & REGULATIONS (V24) FOR MBA

(APPLICABLE FOR THE BATCH OF STUDENTS ADMITTED FROM THE ACADEMIC YEAR 2024-2025)

Applicable for the students of MBA (Regular) program from the Academic Year 2024-25 onwards. The MBA Degree of Sri Vasavi Engineering College, Tadepalligudem shall be conferred on candidates who are admitted to the program and who fulfill all the requirements for the award of the Degree.

1.0 ELIGIBILITY FOR ADMISSIONS

Admission to the above program shall be made subject to eligibility, qualification and specialization as prescribed by the University/State Government from time to time.

Admissions shall be made on the basis of merit/rank obtained by the candidates at the qualifying Entrance Test conducted by the University or on the basis of any other order of merit as approved by the University/ State Government, subject to reservations as laid down by the Govt. from time to time.

2.0 AWARD OF MBA DEGREE

- 2.1 A student shall be declared eligible for the award of the MBA Degree, if he pursues a course of study in not less than two and not more than four academic years.
- 2.2 The student shall register for all 102 credits and secure all the 102 credits.
- 2.3 The minimum instruction days in each semester are 90.

3.0 ATTENDANCE

- 3.1 A student shall be eligible to write end examinations if he acquires a minimum of 75% of attendance in aggregate of all the courses, and with minimum 50% in each and every course including practicals.
- 3.2 Condonation of shortage of attendance in aggregate up to 10% (65% and above and below 75%) is granted each semester by the College Academic Committee.
- 3.3 Shortage of Attendance **below** 65% in aggregate shall not be condoned and not eligible to write their end semester examination of that class.

- 3.4** A prescribed fees shall be payable towards condonation of shortage of attendance.
- 3.5** A student shall not be promoted to the next semester unless; he satisfies the attendance requirement of the present semester, as applicable. They may seek re-admission into that semester when offered next. If any candidate fulfills the attendance requirement in the present semester, he shall not be eligible for re-admission into the same class.

4.0 EXAMINATION AND SCHEME OF EVALUATION

- 4.1** The distribution of marks for internal and external examinations shall be evaluated course-wise as follows:

S.No.	Component	Internal	External	Total
1	Theory	30	70	100
2	Laboratory	20	30	50
3	Project & viva-voce	40	60	100

4.2 INTERNAL ASSESSMENT

- i) 30 marks for internal assessment. 10 marks are based on the sum of average of **two mid-term** seminar/presentation and 20 marks are based on **average of two mid-term examinations**.
- ii) 10 marks for presentation (5 marks are for report content and 5 marks are for presentation)
- iii) Each mid-term examination is conducted for 40 marks with 120 Minutes duration. 40 Marks will be scaled down to 20 marks for final internal theory exam assessment. Each mid-term examination consists of 04 questions, each for 10 marks. All questions need to be answered.
- iv) The final marks are the sum of average of two mid-term examinations for 20 marks and the sum of average of **two mid-term** seminar/presentation for 10 marks.

4.3 EXTERNAL ASSESSMENT

The semester end examination shall be conducted for duration of three hours

under section A.

Section A: 05 essay answer questions will be given with “**either or**” option. Each question carries 14 marks totaling to 70 marks in this section.

4.4 LABORATORY COURSE

- i) For practical courses distribution shall be 20 marks for internal evaluation and 30 marks for the end semester examinations. There shall be continuous evaluation by the internal course teacher during the semester for 20 internal marks. Out of 20 marks for internal, 10 marks shall be for lab record and 10 marks shall be evaluated by conducting an internal test conducted at the end of semester.
- ii) End semester laboratory examination shall be conducted for 30 marks with two examiners, one of them being the Laboratory Class Teacher and second examiner shall be appointed by the Principal.

5.0 EVALUATION OF PROJECT WORK

- 5.1 A Project Review Committee (PRC)** will be constituted with Head of the Department, and two other senior faculty members of the department.
- 5.2 Registration of Project work:** A Candidate is permitted to register for the project work after satisfying the attendance requirement up to III semester.
- 5.3** Every candidate shall work on projects approved by the PRC.
- 5.4** A student has to undergo practical training for a period of 60 days in a Corporate Enterprise (as a part of the project) after the Third Semester. Also, if any student is not able to find suitable training program in a corporate enterprise, they are given a chance to pursue their project in house under the guidance of an internal supervisor. In training period, the candidates should work on a specific problem related to the elective course. 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 college. However, the students who prepare Project Report in the area of systems

can also work under the guidance of a Faculty member from Computer Science Department.

- 5.5** The progress of the project work shall be periodically reviewed by PRC. The PRC shall authorize/approve change of guide/topic/title as deemed fit. A student shall submit status report in line with their recommended project calendar as approved by PRC. Two copies of Project dissertation certified by the Project Supervisor shall be submitted to the College.
- 5.6** The project is evaluated for 100 Marks at the end of IV Semester. A student shall engage a minimum of 8 hours per week with his/her project supervisor in the IV semester in consolidating the data, report writing, results & analysis, conclusions etc. Evaluation shall comprise of internal and external assessment. **Internal: 40 Marks External: 60 Marks.** Out of a total of 100 Marks for the Project and viva voce, 40 Marks shall be for internal evaluation and 60 Marks for the end semester project and viva voce. The internal evaluation shall be made by the departmental committee on the basis of the two seminars given by the student on the topic of his/her dissertation. The end semester project and viva voce shall be adjudicated by one external examiner selected from a panel of 3 examiners outside the college. For this Head of the department shall submit a 3 member panel who are eminent in the field of study.
- 5.7** An internal departmental committee consisting of HOD, Supervisor and one senior faculty shall monitor the progress of the project work.
- 5.8** The project and viva voce examination shall be conducted by a board consisting of External examiner, HOD and Supervisor. A candidate shall be allowed to take project and viva voce examination after fulfilling the attendance requirements.
- 5.9** The Candidate should secure minimum 40% marks in External assessment of project and viva voce. If the candidate fails to secure minimum 50% of marks in project internal and End semester project and viva voce together, the candidate should retake the project and viva voce examination after three months. If he fails to get minimum marks at the second project and 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 minimum marks again, the project

shall be summarily rejected.

6.0 COURSE PATTERN

- a) The entire course of study is for two academic years (four semesters); all the years are in semester pattern.
- b) However students are given a chance to obtain requisite 08 credits to complete the 4th semester courses via MOOC's. Students are eligible to register for 4th semester courses at the beginning of 2nd semester under Early Credit Gaining Program (ECGP) and should get the credits by the end of 3rd semester.
- c) In case, if the student is not able to gain requisite 08 credits as per ECGP at the time of commencement of 4th semester, he should register for courses offered in the 4th semester by the institution to acquire 4th semester course credits.
- d) Courses suggested by the Department Academic Committee can be pursued by students through MOOC's.
- e) Students who are not willing to complete 4th semester courses via MOOC's, should attend classes at college regularly and should satisfy attendance requirements as mentioned in 3.0
- f) This model is proposed to encourage self-learning abilities among students. MOOC's course offered by SWAYAM is only considered and the credits given by SWAYAM will be directly taking into account.
- g) When a student has shortage of attendance, he/she may be re-admitted into the same semester/year in which he has been detained. However, the academic regulations under which he was **first admitted** shall continue to be applicable to him.

7.0 CRITERIA FOR PASSING THE COURSE AND AWARD OF GRADES

A) Criteria for passing the course.

- i) A Candidate shall be declared to have passed in individual theory/laboratory/project and viva voce if he secures a minimum of 50% aggregate marks (internal & semester end examination marks put together), in the course with a minimum of 40% marks in the semester end examination. **But, in case, if any student is opted**

for MOOC's course he/she will be declared PASS as per the certificate issued by SWAYAM.

- ii) In case the candidate does not secure the minimum academic requirement in any course (as specified in (i) above) he/she has to re-appear for the end semester examination in that course. 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% and has failed in the end examination**. In such a case, the candidate must re-register for the course (s) and secure the required minimum attendance. The attendance in the re-registered course(s) shall be calculated separately to decide up on his eligibility for writing the end examination in those course(s). In the event of the student taking another chance, his internal marks and end examination marks obtained in the previous attempt shall **stands cancelled**. For re-registration the candidates have to apply to the Dean Academics by paying the requisite fees and get approval from College before start of semester in which re-registration is sought.
- iii) In case the candidate secures less than the required attendance in any re-registered course(s), he shall not be permitted to write the End Examination in that course. He shall again re-register the course when next offered.

B) Award of Grades

Method of awarding grade point and grade in each course based on his performance is given below.

Marks Range Theory/Laboratory/Project and viva- voce (Max-100)	Letter Grade	Level	Grade Point
≥90%	O	Outstanding	10
≥80to<90%	S	Excellent	9
≥70to<80%	A	Very Good	8
≥60to<70%	B	Good	7
≥50to<60%	C	Satisfactory	6
≥40to<60% (For MOOC's Completion)	C	Satisfactory	6

<50	F	Fail	0
<40 (For MOOC's Completion)	F	Fail	0
	AB	Absent	0

C) Computation of

Cumulative and Semester Grade Point Averages

- **Computation of SGPA**

- I. The following procedure is to be adopted to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA)
- II. The **SGPA** is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e $SGPA(S_i) = \frac{\sum(C_i \times G_i)}{\sum C_i}$
- III. Where C_i is the number of credits of the i th course and G_i is the grade point scored by the student in the i th course.

- **Computation of CGPA**

- I. The **CGPA** is also calculated in the same manner taking into account all the courses undergone by a student over all the semester of a Programme, i.e. $CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$
- II. Where S_i is the SGPA of the i th semester and C_i is the total number of credits in that semester.
- III. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.
- IV. Equivalent Percentage = $(CGPA - 0.75) \times 10$

8.0 AWARD OF DEGREE AND CLASS

- After a student has satisfied the requirements prescribed for the completion of the program and is eligible for the award of MBA Degree, he shall be placed in one of the following three classes:

	CGPA to be Secured	
First Class with Distinction	≥ 7.75	From the CGPA Secured from 102 Credits.
First Class	≥ 6.75	
Second Class	≥ 5.75 to < 6.75	
Pass Class	≥ 4.75 to < 5.75	

The grades secured, grade points, and credits obtained will be shown separately in the Memorandum of Marks.

9.0 WITHHOLDING OF RESULTS

- If the student is involved in indiscipline/malpractices/court cases, the result of the student will be withheld.

10.0 SUPPLEMENTARY EXAMINATIONS

- I. Supplementary examinations will be conducted twice in a year at the end of odd and even semesters.
- II. Semester end supplementary examinations shall be conducted till next regulation comes into force for that semester after the conduct of the last set of regular examinations under the present regulation.
- III. Thereafter, supplementary examinations will be conducted in the equivalent courses as decided by the Board of Studies concerned

11.0 REVALUATION

- Recounting of marks in the end semester examinations, a student can request for revaluation of his/her answer book on payment of a prescribed fee.

12.0 TRANSITORY REGULATIONS

- 12.1** When a student gets detained due to academic regulations and rejoins the college to complete the programme. However, the academic regulations under which he/she

was first admitted shall continue to be applicable to him/her.

12.2 When a student is continues for some time and rejoins the college to complete the programme. However, the academic regulations under which he/she was first admitted shall continue to be applicable to him/her.

13.0 GENERAL

13.1 Wherever the words—he||,—him||,—his||, occur in the regulations, they include—she||,—her||,—hers||.

13.2 The academic regulation should be read as a whole for the purpose of any interpretation.

13.3 In the case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Chairman of the Academic Council is final.

13.4 The College may change or amend the academic regulations or syllabi at any time and the changes or amendments made shall be applicable to all the students with effect from the dates notified by the College.

MALPRACTICE RESULTS

DISCIPLINARY ACTION FOR/IMPROPER CONDUCT OF EXAMINATIONS

	Nature of Malpractice/Improper Conduct	Punishment
	If the Candidate:	
1 (a)	Possesses or keeps accessible in examination hall, any paper, Notebook, programmable calculators, cell phones, pagers, palm computers or any other 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.
1 (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 case

	is registered against him.
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	Nature of Malpractice/Improper Conduct	Punishment
	If the Candidate:	
2	Has copied in the examination hall from any paper, book, programmable calculator, palm computers or any other form of material relevant to the subject of the examination (Theory or practical) in which the candidate is appearing.	<p>Expulsion from the Examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appear including practical and project work and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year.</p> <p>The hall ticket of the candidate is to be cancelled and sent to the university.</p>
3	Impersonates any other candidate in connection with the examination.	<p>The candidate who has impersonated shall be expelled from the examination hall. The candidate is also debarred and forfeits the seat.</p> <p>The performance of the original candidate, who has been impersonated, shall be cancelled in all the subjects of the examination (Including practical and project work) already appeared and shall not be allowed to appear for examinations of the remaining subjects of that semester/year.</p> <p>The candidate is also debarred for two consecutive semesters from classwork and all university examinations.</p> <p>The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of the seat. If the imposter is an outsider, he will be handed over to the police and a case is registered against him.</p>
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 the examination.	Expulsion from the Examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appear including practical and project work and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year.

		<p>The candidate is also debarred for two consecutive semesters from classwork and all university examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of the seat.</p>
5	<p>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.</p>	<p>Cancellation of the performance in that subject.</p>
6	<p>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 walkout or instigates other to walkout, or threatens the officer incharge or an person on duty in or outside the examination hall of any injury to him in person or to any of his relatives 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 outside the examination hall or any of his relatives, or indulges in any other act of misconduct or mischief which result in damage to or destruction of property in the exam hall or any part of the college campus or engages in any other activity 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>	<p>In case of students of the college, they shall be expelled from the Examination hall and cancellation of the performance in that subject and all other subjects the candidates has already appeared including practical and project work and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year.</p> <p>The candidates are also debarred and forfeit their seats.</p> <p>In case of outsiders, they will be handed over to the police and a case is registered against them.</p>
7	<p>Leaves the examination hall taking away the 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 the performance in that subject and all other subjects the candidate has already appear including practical and project work and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year.</p> <p>The candidate is also debarred for two consecutive semesters from classwork and all university examinations.</p>

		The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of the seat.
8	Possess any lethal weapon or firearm in the examination hall.	<p>Expulsion from the Examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appear including practical and project work and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year.</p> <p>The candidate is also debarred and forfeits the seat.</p>
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	<p>Students of the college expulsion from the Examination hall and cancellation of the performance in that subject and all other subjects the candidate has already appear including practical and project work and shall not be permitted to appear for the remaining examinations of the subjects of that semester/year.</p> <p>The candidate is also debarred and forfeits the seat.</p> <p>Persons who do not belong to the college will be handed over to the police and a case is registered against them.</p>
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 appear including practical and project work and shall not be permitted to appear 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 already appear including practical and project work of that semester/year.
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.	



ANNEXURE - 2

SRI VASAVI ENGINEERING COLLEGE (Autonomous)

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(Approved by AICTE, New Delhi & Permanently affiliated to JNTUK, Kakinada)

(Accredited by NAAC with 'A' Grade, Recognized by UGC under section 2(f) & 12(B))

Pedatadepalli, TADEPALLIGUDEM - 534 101, W.G. Dist, (A.P.)

Course Structure MBA (Regular)–V24 Regulations (Effective for the students admitted into first year from the Academic Year 2024-2025)

SEMESTER-I

SNo	CourseCode	Course	L	P	C	I	E	TM
1	V24MBT01	Management Theory & Organizational Behavior	4	--	4	30	70	100
2	V24MBT02	Managerial Economics	4	--	4	30	70	100
3	V24MBT03	Accounting for Managers	4	--	4	30	70	100
4	V24MBT04	Legal & Business Environment	4	--	4	30	70	100
5	V24MBT05	Business Communication	4	--	4	30	70	100
6	V24MBT06	Quantitative Analysis for Business Decisions	4	--	4	30	70	100
7	V24MBT07	Entrepreneurship Development	4	--	4	30	70	100
7	V24MBL01	IT Lab (MS Word, Excel and Power point)	--	4	2	20	30	50
TOTAL			28	4	30	230	520	750

SEMESTER –II

SNo	Course Code	Course	L	P	C	I	E	TM
1	V24MBT08	Financial Management	4	--	4	30	70	100
2	V24MBT09	Human Resource Management	4	--	4	30	70	100
3	V24MBT10	Marketing Management	4	--	4	30	70	100
4	V24MBT11	Production and Operations Management	4	--	4	30	70	100
5	V24MBT12	Business Research & Statistical Analysis	4	--	4	30	70	100
6	V24MBT13	Retail Management	4	--	4	30	70	100
7	V24MBT14	Financial Markets & Services	4	--	4	30	70	100

8	V24MBL02	IT Lab (Tableau)		4	2	20	30	50
TOTAL			28	4	30	230	520	750

SEMESTER –III

SNo	Course Code	Course	L	P	C	I	E	TM
1	V24MBT15	Business Policy & Corporate Strategy	4	--	4	30	70	100
I		Marketing Specialization-1						
1		Elective-1	4	--	4	30	70	100
2		Elective-2	4	--	4	30	70	100
3		Elective-3	4	--	4	30	70	100
II		Finance Specialization-2						
1		Elective-1	4	--	4	30	70	100
2		Elective-2	4	--	4	30	70	100
3		Elective-3	4	--	4	30	70	100
III		HRM Specialization-3						
1		Elective-1	4	--	4	30	70	100
2		Elective-2	4	--	4	30	70	100
3		Elective-3	4	--	4	30	70	100
IV	V24MBL03	ITLab (Power BI)		4	2	20	30	50
TOTAL			28	04	30	230	520	750

SEMESTER - IV

SNo	Course Code	Course	L	P	C	I	E	TM
I		MarketingSpecialization-1						
1		Elective-4 (or) MOOC's	4	--	4	30	70	100
2								
3								
II		Finance Specialization-2						
1		Elective-4 (or) MOOC's	4	--	4	30	70	100
2								
3								
III		HRM Specialization-3						
1		Elective-4 (or) MOOC's	4	--	4	30	70	100
2								
3								
	V24MBP01	Industrial Project & Viva voce	--	--	4	40	60	100

TOTAL	12	--	12	100	200	300
GRAND TOTAL	104	12	102	790	1760	2550

**L-LECTURE HOURS, P-PRACTICAL HOURS, C-CREDITS, I-INTERNAL MARKS, E-EXTERNAL MARKS, TM -TOTAL MARK

Dual Specialization:

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

SEMESTER-III

Specialization I: Marketing

<i>S.No.</i>	<i>CourseCode</i>	
<i>Course</i>		
1	V24MBT16	B2B Marketing
2	V24MBT17	Consumer Behavior
3	V24MBT18	Digital & Social Media Marketing

Specialization II: Finance

<i>S.No.</i>	<i>CourseCode</i>	
<i>Course</i>		
1	V24MBT19	Security Analysis & Portfolio Management
2	V24MBT20	Banking & Insurance Management
3	V24MBT21	Business Taxation & Planning

Specialization III: HRM

<i>S.No.</i>	<i>CourseCode</i>	<i>Course</i>
1	V24MBT22	Labor Welfare & Legislations
2	V24MBT23	Performance Evaluation & Compensation Management
3	V24MBT24	Human Resource Metrics & Analytics

SEMESTER-IV

Specialization I : Marketing

<i>S.No.</i>	<i>CourseCode</i>	<i>Course</i>
1	V24MBT25	Services Marketing

Specialization II: Finance

<i>S.No.</i>	<i>CourseCode</i>	<i>Course</i>
1	V24MBT26	Financial Derivatives

Specialization III: HRM

<i>S.No.</i>	<i>CourseCode</i>	<i>Course</i>
1	V24MBT27	Human Resource Development