

Academic Rules and Regulations for MBA Programme

(Effective for the students admitted into first year from the academic year 2018-2019)

The MBA Degree of Sri Vasavi Engineering College (Autonomous), Pedatadepalli, Tadepalligudem, under Jawaharlal Nehru Technological University Kakinada, Kakinada shall be conferred upon 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 program shall be made subject to eligibility criteria, qualification and specialization as prescribed from time to time. Admissions shall be made on the basis of merit/rank obtained by the candidates at the Qualifying Examination/Entrance Test conducted by the University or on the basis of any other order of merit as approved by the University, subject to reservations as laid down by the Govt. from time to time.

2.1 ADMISSIONS UNDER SPECIAL CASES:

These may arise in the following situations.

7. When a student gets detained due to academic regulations and re-joins the college to complete the programme in a new regulation.
8. When a student discontinues for some time and re-joins the college to complete the programme in a new regulation.
9. When a student seeks transfer from other colleges to SVEC and intends to pursue MBA programme.

These admissions may be permitted by the College Academic Council as per the norms stipulated by the statutory bodies and the Government of Andhra Pradesh from time-to-time.

In all such cases for admission if necessary permissions from the statutory bodies are to be obtained and the programme of study at the college will be governed by the transitory regulations stipulated in **11.0**.

An under taking from the students is to be taken at the time of admission stating that they would abide by the transitory regulations specified by the authorities if there is any change in the regulations.

2.0 AWARD OF MBA DEGREE:

- a) A Student shall be declared eligible for the award of MBA degree, if he pursues a course of study and completes it successfully in not less than two academic years and not more than four academic years.
- b) 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 MBA course.
- c) The duration of each semester including examinations is 21 weeks.

3.0 ATTENDANCE :

A student is eligible to write the semester end examinations (SEE) if he/she acquires a minimum of 75% of attendance in aggregate of all the courses of that semester put together.

3.1 Condonation of shortage of attendance in aggregate up to 10% (65% and above and below

75%) in a given semester may be granted by the College Academic Committee on medical grounds provided the student has submitted the application for medical leave along with medical certificate from a Registered medical practitioner within three days from reporting to the class work after the expiry of the medical leave. However, a student can avail this concession on medical grounds for not more than once during entire duration of the program.

3.2 A student representing the college in approved extracurricular activities such as sports, games, cultural meets, seminars, workshops and conferences shall be considered as on duty provided he/she has obtained prior written permission from the head of the department concerned and also submitted the certification of participation from the organizer of the event within three days after the completion of the event. However, this period of absence shall be counted as present for the purpose of computation of attendance only.

3.3 A stipulated fee shall be payable towards condonation of shortage of attendance.

3.4 Attendance below 65% in aggregate shall not be condoned under any circumstances.

3.5 Students whose shortage of attendance is not condoned in any semester are not eligible to write their semester end examinations.

3.6 A student who is in short of attendance in a semester may seek re-admission into that semester when offered again, within 1 week from the date of the commencement of class work.

3.7 A student will be promoted to the next semester if he satisfies the attendance requirement of the present semester.

3.8 If any candidate fulfills the attendance requirement in the present semester, he shall not be eligible for readmission into the same class.

4.0 EVALUATION

The performance of the candidate in each semester shall be evaluated course-wise, with a maximum of 100 marks for theory and 100 marks for practicals, on the basis of Internal Evaluation (IE) and End Semester Examination.

4.1 Theory Courses:

- iii. For the theory courses 60 marks shall be awarded based on the performance in the End Semester Examination and 40 marks shall be awarded based on the Internal Evaluation. The internal evaluation shall be made based on the average of the marks secured in the two Mid Term-Examinations conducted-one in the middle of the Semester and the other immediately after the completion of instruction.
- iv. Each Mid-term examination shall be conducted for 20 marks and duration of 120 minutes with 4 questions (without choice), each question for 5 marks.

The balance 20 marks is earmarked for Mini report (10 marks for preparation of report and 10 marks for presentation in the class room in each course.

Internal Evaluation= Average of two mid examinations (20)+Mini report (20)

End Semester Examination shall be conducted for 60 marks.

There shall be 6 questions of 10 marks each and all questions shall be compulsory.

Each of these questions from 1 to 5 (with internal choice) shall cover each unit of the syllabus. The 6th question shall be a case study without internal choice.

4.2 Practical Courses:

For practical course, 60 marks shall be awarded based on the performance in the End Semester Examination (Conducted by External Examiner and Internal Examiner) and

40 marks shall be awarded based on the day-to-day performance and an Internal Test as Internal Evaluation.

4.3 Special instructions for Business Analytics Course

Related software tools like SPSS, R, MS- Excel etc., shall be used for Business Analytics. For the above course the relative weightage for internal evaluation and end semester examination shall be 40% and 60% respectively. For internal evaluation day to day work shall be evaluated for 20 marks by the course teacher concerned based on the reports/ submission prepared in the class. The remaining 20 marks shall be awarded on the basis of internal evaluation through a written test along with viva with equal weightage. The end semester examination pattern for this course is similar to that of other courses.

4.4 Minimum Academic Requirements:

- i. A candidate shall be deemed to have secured the minimum academic requirements in a course 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 Semester End Examination and Internal Evaluation taken together.
- ii. In case the candidate does not secure the minimum academic requirement in any course (as specified above in 4.4(i)) he has to re appear for the end semester examination in that course.
- iii. 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 he has failed in the end examination. In such a case, candidate must re-register for the course(s) and secure required minimum attendance.
- iv. Attendance in the re-registered course(s) has to be calculated separately to become eligible to write the end examination in the re-registered course(s). The attendance in the re-registered course(s) shall be calculated separately to decide his eligibility for writing the end examination in those course(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 course(s) in addition to

the subjects of a regular semester.
- v. For re-registration the candidate have to apply to the Dean Academics by paying the requisite fees and get approval from the College before the start of the Semester in which re-

registration is required. In case the candidate secures less than the required attendance in any re-registered subject(s), he shall not be permitted to write the End examination in the subject. He shall again re-register the subject when next offered.

vi. A Candidate shall be allowed to submit the project report only after fulfilling the attendance requirement of all the semesters.

vii. 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 from other college.

viii. Every student has to register for a MOOCs course at the beginning of first semester as approved by the departmental committee and complete it before commencement of the third semester. A student shall submit the certificate of completion to the department. Students those who cannot complete MOOCs course in the stipulated period, they can do mini project during third semester as approved the departmental committee. A student shall submit a report and give a seminar on mini project before departmental committee. The Committee consists of the Head of the Department, the Supervisor of mini project and one senior faculty member from the department.

5.0 EVALUATION OF PROJECT WORK:

5.1A 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 II 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 5 weeks in a Corporate Enterprise (as a part of the project) after the Second Semester. 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

Sri Vasavi Engineering College (Autonomous), Pedatadepalli, Tadepalligudem authorize/approve change of guide/topic/title as deemed fit. A student shall submit status report in line with the recommended project calendar as approved by PRC. Three 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 2 hours per week in III and 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 dissertation 40 Marks shall be for internal evaluation and 60 Marks for the end semester project evaluation 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 report evaluation and viva voce shall be adjudicated by one external examiner selected from a panel of 5 examiners outside the college. For this Head of the department shall submit a 5 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 evaluation and viva voce examination shall be conducted by a board consisting of External examiner, HOD and Supervisor. A Candidate shall be allowed to take viva voce examination of the project, after fulfilling the attendance requirements.

5.9 The Candidate should secure minimum 40% marks in External assessment of Project Evaluation & viva-voce. If the candidate fails to secure minimum 50% of marks in project internal and End semester project Evaluation & viva-voce together, the candidate should retake the viva-voce examination after three months. If he fails to get minimum marks 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 minimum marks again, the project shall be summarily rejected.

6.0 GRADING SYSTEM:

Based on the student performance during a given semester, a final letter grade will be awarded at the end of the semester for each subject. The letter grades and the corresponding grade points are as given in the Table.

Grade	Grade Points	% of marks
S	10	≥ 90
A	9	≥ 80 – < 90
B	8	≥ 70 – < 80
C	7	≥ 60 – < 70
D	6	≥ 50 – < 60
F	0 (Failed)	< 50

A student who earns a minimum of 6 grade points (D grade) in a course is declared to have successfully completed the course, and is deemed to have earned the credits assigned to that course.

7.0 GRADE POINT AVERAGE:

Computation of SGPA and CGPA:

The following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

- i. 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

$$\text{SGPA (Si)} = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

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.

- ii. The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

Where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that semester.

The SGPA and CGPA shall be rounded off to 2 decimal places and reported in the transcripts.

Illustration for Computation of SGPA and CGPA:

Computation of SGPA at the end of 1st semester

Illustration No.1:

Course	Credit	Grade letter	Grade point	Credit Point (Credit x Grade)
Course 1	3	A	9	3 x 9 = 27
Course 2	3	C	7	3 x 7 = 21
Course 3	3	B	8	3 x 8 = 24
Course 4	3	S	10	3 x 10 = 30
Course 5	3	D	6	3 x 6 = 18
Course 6	3	C	7	3 x 7 = 21
Course 7	2	A	9	2 x 9 = 18
Total	20			159

Thus, **SGPA at the end of 1st semester = 159/20 = 7.95**

Illustration No.2 (with one failure)

Course	Credit	Grade letter	Grade point	Credit Point (Credit x Grade)
Course 1	3	A	9	3 x 9 = 27
Course 2	3	C	7	3 x 7 = 21
Course 3	3	B	8	3 x 8 = 24
Course 4	3	S	10	3 x 10 = 30
Course 5	3	F	0	3 x 0 = 00
Course 6	3	C	7	3 x 7 = 21
Course 7	2	A	9	2 x 9 = 18
Total				141

Thus, **SGPA = 141/20 = 7.05**

Illustration No.2 (a)

Course	Credit	Grade letter	Grade point	Credit Point (Credit x Grade)
Course 5	3	D	6	3 x 6 = 18
Total Credits of the	20			Ci(First Attempt)141 + Ci (subsequent attempt) 18 = 159

Thus, recalculated **SGPA** after clearing the course = $159/20=7.95$

Illustration No.3

Second Semester Performance:

Course	Credit	Grade letter	Grade point	Credit Point (Credit x Grade)
Course 1	3	A	9	3 x 9 = 27
Course 2	3	C	7	3 x 7 = 21
Course 3	3	B	8	3 x 8 = 24
Course 4	3	Ex	10	3 x 10 = 30
Course 5	3	A	9	3 x 9 = 27
Course 6	3	C	7	3 x 7 = 21
Course 7	2	A	9	2 x 9 = 18
Total	20			168

Thus, **SGPA of 2nd semester** = $168/20=8.4$

Thus, **CGPA** at the end of 2nd semester = $\frac{20 \times 8 + 20 \times 8.4}{40} = 328/40 = 8.2$

<i>Sem-1</i>	<i>Sem-2</i>	<i>Sem-3</i>	<i>Sem-4</i>
Credit : 20 SGPA: 7	Credit: 20 SGPA: 8.5	Credit : 20 SGPA: 9.2	Credit : 20 SGPA: 6.86

CGPA after Final Semester:

Thus, **CGPA** = $\frac{20 \times 7 + 20 \times 8.5 + 20 \times 9.2 + 20 \times 6.86}{80} = 7.70$

AWARD OF DEGREE & CLASS:

A candidate who becomes eligible for the award of M.B.A. Degree shall be placed in one of the following Classes based on CGPA.

TABLE: CGPA REQUIRED FOR AWARD OF DEGREE

Distinction with First Class	≥ 7.75*
First Class	≥ 6.75
Second Class	≥ 6.00

*In addition to the required CGPA of 7.75, the student must have necessarily passed all the courses of each semester in the first attempt.

8.0 MALPRACTICES:

The Principal shall refer the cases of malpractices in Continuous Internal Evaluation (CIE) and/or Semester End Examination (SEE) to an Enquiry Committee constituted by him. The committee will submit a report on the malpractice allegedly committed by the student to the Principal.

Rules pertaining to the punishments in the case of Malpractice are given in Annexure-I

9.0 ADDITIONAL ACADEMIC REGULATIONS:

Grade Sheet: A grade sheet (memorandum) will be issued to each student indicating his performance in all courses taken in that semester and also indicating the grades and SGPA.

Transcripts: After successful completion of the total program of study, a Transcript containing performance of all academic years will be issued as a final record. Candidates shall be permitted to apply for recounting/revaluation within the stipulated period with payment of prescribed fee.

The Academic Council has to approve and recommend to the JNTUK, Kakinada for the award of a degree to any student.

10.0 WITHHOLDING OF RESULTS:

If the candidate has not paid any dues to the college or if any case of indiscipline is pending

against him, the result of the candidate will be withheld.

The issue of degree is liable to be withheld in such cases.

11.0 TRANSITORY REGULATIONS:

For students admitted under special cases (mentioned in 1.1) these transitory regulations will provide the modus operandi.

At the time of such admission, based on the Programme pursued (case by case):

1. Equivalent courses completed by the student are established by the BOS concerned.

2. Marks/Credits are transferred for all such equivalent courses and treated as successfully cleared in the Programme of study prescribed by SVEC.
3. A Programme chart of residual courses not cleared will be derived and a Programme of study with duration specified will be prescribed for pursuit at SVEC.
4. Marks obtained in the previous system if the case be, are converted to grades and CGPA is calculated accordingly.

All other modalities and regulations governing shall be the same as those applicable to the stream of students with whom such a candidate is included into.

Regarding the students who were admitted under JNTU, Kakinada regulations for affiliated colleges:

If they happen to join and study along with their juniors at SVEC, the transitory regulations to be specified by JNTU, Kakinada for such students have to be followed.

12.0 GENERAL :

1. Wherever the words “he”, “him”, “his”, occur in the regulations, they include “she”, “her”, “hers”.
2. The academic regulation should be read as a whole for the purpose of any interpretation.
3. In case of any doubt or ambiguity in the interpretation of the above rules the decision of the Chairman of the Academic Council is final.
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.

Annexure-I

MALPRACTICES

S.No	Nature of Malpractices/Improper Conduct	Punishment
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	Expulsion from the examination hall and cancellation of the performance in that subject only.

	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)	
(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 (theory or practical) in which the candidate is appearing.	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 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 the examination.	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.
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 the 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 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.	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.
7.	Leaves the exam hall taking away answer script or intentionally tears of the script or any part thereof inside or outside the examination hall.	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 .
8.	Possess any lethal weapon or firearm in 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. 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	

COURSE STRUCTURE OF MBA PROGRAMME

I SEMESTER

SNo	Course Code	Course	L	P	C	I	E	TM
1	V18MBT01	Management Theory & Organizational Behavior	4	--	4	40	60	100
2	V18MBT02	Managerial Economics	4	--	4	40	60	100
3	V18MBT03	Accounting for Managers	4	--	4	40	60	100
4	V18MBT04	Indian Economy & Policy	4	--	4	40	60	100
5	V18MBT05	Business Communication	4	--	4	40	60	100
6	V18MBT06	Quantitative Analysis for Business Decisions	4	--	4	40	60	100
7	V18MBL01	IT-LAB	---	6	3	40	60	100
8	V18ENT03	Employability Skills - I (English Communication Skills)	2	--	--	--	--	MNC
TOTAL			26	6	27	280	420	700

II SEMESTER

SNo	Course Code	Course	L	P	C	I	E	TM
1	V18MBT07	Financial Management	4	--	4	40	60	100
2	V18MBT08	Human Resource Management	4	--	4	40	60	100
3	V18MBT09	Marketing Management	4	--	4	40	60	100
4	V18MBT10	Production and Operations Management	4	--	4	40	60	100
5	V18MBT11	Business Research & Statistical Analysis	4	--	4	40	60	100
6	V18MBT12	Legal Environment for Business	4	--	4	40	60	100
7	V18MBT13	Business Ethics & Corporate Governance	4	--	4	40	60	100
8	V18ENT04	Employability Skills - II (Soft Skills)	2	--	--	--	--	MNC
TOTAL			30	--	28	280	420	700

III SEMESTER

SNo	Course Code	Course	L	P	C	I	E	TM
1	V18MBT14	Business Policy & Corporate Strategy	4	--	4	40	60	100
2	V18MBT15	Entrepreneurship Development	4	--	4	40	60	100
3	V18MBT16	E-Business	4	--	4	40	60	100
4		Elective-1	4	--	4	40	60	100
5		Elective-2	4	--	4	40	60	100
6		Elective-3	4	--	4	40	60	100
7		Elective-4	4	--	4	40	60	100
8	V18MBM01 V18MBP01	MOOCs/ Mini Project	--	--	--	--	--	MNC
9	V18ENT05	Employability Skills – III (Aptitude-1)	2	--	--	--	--	MNC
TOTAL			30	--	28	280	420	700

IV SEMESTER

SNo	Course Code	Course	L	P	C	I	E	TM
1	V18MBT29	Logistics & Supply Chain Management	4	--	4	40	60	100
2	V18MBT30	Business Analytics	3	4	4	40	60	100
3		Elective-5	4	--	4	40	60	100
4		Elective-6	4	--	4	40	60	100
5		Elective-7	4	--	4	40	60	100
6		Elective-8	4	--	4	40	60	100
7	V18MBP02	Major Project & Viva voce	--	--	6	40	60	100
8	V18ENT06	Employability Skills – IV (Aptitude-2)	2	--	--	--	--	MNC
TOTAL			25	04	30	280	420	700
GRAND TOTAL			111	10	113	1120	1680	2800

L-LECTURE HOURS, P-PRACTICAL HOURS, C-CREDITS, I-INTERNAL MARKS, E-EXTERNAL MARKS, TM-TOTAL MARKS, MNC: Mandatory Non credit course

Single Specialization:

The Specialization papers will be offered in the areas of Marketing, Finance, and Human Resource Management (HRM). The students should choose any **one** 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

S.No.	Course Code	Course
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- | | | |
|----|----------|------------------------------------|
| 1. | V18MBT17 | Consumer Behavior |
| 2. | V18MBT18 | Retail Management |
| 3. | V18MBT19 | Integrated Marketing Communication |
| 4. | V18MBT20 | Product & Brand Management |

Specialization II: Finance

S.No.	Course Code	Course
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- | | | |
|----|----------|------------------------------------------|
| 1. | V18MBT21 | Security Analysis & Portfolio Management |
| 2. | V18MBT22 | Advance Management Accounting |
| 3. | V18MBT23 | Financial Markets & Services |
| 4. | V18MBT24 | Banking & Insurance Management |

Specialization III: HRM

S.No.	Course Code	Course
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- | | | |
|----|----------|---------------------------------------|
| 1. | V18MBT25 | Human Resource Planning & Development |
| 2. | V18MBT26 | Compensation and Reward Management |
| 3. | V18MBT27 | Performance Management |
| 4. | V18MBT28 | Strategic Human Resource Management |

Semester-IV

Specialization I: Marketing

S.No.	Course Code	Course
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- | | | |
|----|----------|------------------------------------|
| 1. | V18MBT31 | Services Marketing |
| 2. | V18MBT32 | Sales and Distribution Management |
| 3. | V18MBT33 | Digital & Social media Marketing |
| 4. | V18MBT34 | International Marketing Management |

Specialization II: Finance

S.No.	Course Code	Course
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- | | | |
|----|----------|------------------------------------|
| 1. | V18MBT35 | Financial Derivatives |
| 2. | V18MBT36 | Project Appraisal and Finance |
| 3. | V18MBT37 | Business Taxation & Planning |
| 4. | V18MBT38 | International Financial Management |

Specialization III: HRM

S.No.	Course Code	Course
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- | | | |
|----|----------|-------------------------------------|
| 1. | V18MBT39 | Organizational Change & Development |
| 2. | V18MBT40 | Management of Industrial Relations |
| 3. | V18MBT41 | Labour Welfare & Legislations |
| 4. | V18MBT42 | International HRM |