

KL University
Vaddeswaram - 522501 (A.P.) India

ACADEMIC REGULATIONS
The MBA Program

**Applicable for students admitted into
MBA Program (Regular) from 2011-2012**

ACADEMIC REGULATIONS
FOR THE AWARD OF FULL TIME MBA DEGREE
(WITH EFFECT FROM THE ACADEMIC YEAR 2011-12)

The KL University shall confer MBA Post-graduate degree to candidates who are admitted to the Master of Business Administration (MBA) Programs 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 the eligibility, qualifications and specialization prescribed by the University for each Program, from time to time.

- 1.1. Input qualification required for admission in the two year full time MBA Program is a pass in the three or four year first degree program in the 10+2+3 or 4 pattern of education with a minimum of 50% in aggregate.
- 1.2. A student should have been declared passed in the previous academic year by the degree granting university for seeking admission in the KL University in the current academic year.
- 1.3. Admissions shall be made either on the basis of merit rank obtained by the qualifying candidates at an Entrance Test conducted by the KL University or on the basis of CAT/MAT/ATMA/XAT/ICET score, subject to reservations prescribed by the University or Government policies from time to time.

2.0 COURSE WORK:

- 2.1 A Candidate after securing admission must pursue the MBA course of study for four semesters duration.
- 2.2 Normally a semester consists of 90 instructional days.
- 2.3 A candidate has to successfully complete Internship Program and earn a grade as stipulated in these guidelines.
- 2.4 The registration of a candidate is valid for a period equal to twice the prescribed duration of the Program from the date of registration.

3.0 ELIGIBILITY

- 3.1 A candidate shall be deemed to have eligibility to write comprehensive examination in a course if he has put in at least 75% of attendance and 40% of internal marks in each course and detention will be course based.
- 3.2 Condonation of shortage of attendance up to 10% i.e., from 65% and above and less than 75% may be given by the university based on the recommendation of the Dean, Academics prior to commencement of Examinations.
- 3.3 Condonation of shortage of attendance may be granted only on genuine and valid medical reasons on representation by the candidate with supporting evidence.
- 3.4 If the candidate does not satisfy the attendance requirement, he is detained for want of attendance and shall re-register again for that course

4.0 EVALUATION:

The performance of a candidate in each semester shall be evaluated course-wise, with a maximum of 100 marks per course, on the basis of formative and summative Evaluation.

- 4.1 Summative evaluation shall be carried out at the end of the semester by conducting a Comprehensive Examination which carries 60% weightage in the aggregate marks.
- 4.2 Formative evaluation shall be carried out on a continuous basis by the Course Instructor. This carries a weightage of 40% of aggregate marks.
- 4.3 The pattern of the comprehensive examination and various components of continuous evaluation are provided in the foregoing paragraphs.
- 4.4 A candidate shall be deemed to have secured the minimum academic requirement in a course if he secures a minimum of 40% of marks in the Comprehensive Examination.(separately in the theory and lab components). The same is applicable for laboratory courses also.
- 4.5 In case a candidate does not secure the minimum academic requirement in any of the courses (as specified in 4.4.) he has to re-appear for the Comprehensive Examination when that examination is conducted next in that course.
- 4.6 In case a candidate is detained for want of attendance or other reasons, he should repeat the course when offered next on the campus or do any other specified course as may be prescribed.

5.0 Evaluation Scheme:

- 5.1 A comprehensive examination of **three hour-duration** is held at the end of the semester for 100 marks. This carries a weightage of 60 per cent in the aggregate. Entire curriculum is covered in the comprehensive examination. General Structure of the Question Paper for the Comprehensive Examinations is provided below:

S. No.	Pattern	Marks
1.	Section A: Questions based on concepts, theories, etc. shall be included in this section. Each question carries one marks. All questions are compulsory to answer.	10
2.	Section B: Question based on the application of concepts, models, problem-solving, etc. would be included in this section. Students have to answer 4 out of 6 questions.	4 x 10 = 40
3	Section C: Students have to write a written case analysis in management courses. In quantitative courses problem shall be given to answer.	1 x 10 = 10
	Total	60

- 5.2 In case of courses involving IT Laboratory component, the pattern of examination would be as following:

S. No.	Pattern	Marks	Duration
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Part – I			
1.	Section A: Questions based on concepts, theories, etc. shall be included in this section. Each question carries one marks. All questions are compulsory to answer.	10	1 ½ Hrs
2.	Section B: Descriptive question based on the application of concepts, models, problem-solving, etc. would be included in this section.	4 x 5 = 20	
	Sub-total	30	
Part – II			
1	Two questions shall be asked on the application of concepts, models, etc. Students have to answer all the questions on the Computer. Solution shall be saved in softcopy form in the server. Invigilator shall conduct viva-voce during the course of examination.	2 x 15 = 30	1 ½ Hrs - including viva
	Sub-total	30	
Grand Total		60	

5.3 **Continuous Assessment:** Continuous assessment carries 40% weightage in aggregate marks. Various components which are included in the continuous assessment are furnished below:

S. NO.	COMPONENT	DURATION	WEIGHTAGE %
1.	Internal assessment tests. Usually these will be written tests. In case of IT Labs, this would include lab based tests. In case of Soft Skills courses, this would include oral evaluations and individual/team activities. (75% of the best one and 25% of the rest will be taken)	1 hr 30 min	15
2.	Live Project/ Mini Project/ Reading Seminar/Home Assignment/Written Case Analysis (Any Two components)	As decided by the Course Coordinator	10+5=15
3.	Surprise Test - Objective or descriptive (Average of the two)	10 to 20 minutes	5
4.	Class attendance		5
	Total		40

- a) Two internal tests will be conducted for all courses during the semester. The internal tests will be conducted for 50 marks which in turn will be scaled to 15 marks. The schedule of tests will be notified by the Examinations Coordinator in consultation with the Director.
- b) Written home assignments are given in a course by the faculty member concerned. Students have to submit the same before the specified date. Course Coordinators shall take precautions to ensure that there is no scope for copying in the home assignments.
- c) Under written case analysis, students are given a case study by the faculty members concerned and students are required to analyze the case. Marks are awarded to each student separately based on the analysis. The written case analysis will be conducted in classroom under invigilation.
- d) In case of computer related courses, on-line computer test shall be conducted. Students are required to provide solutions on-line and save the answer on the server.
- e) Student's attitude means, the student's inclination, openness and fervor to learning and honoring the instructions of the faculty member concerned. Participation means, the student's involvement in the class activities including answering the specific and overhead questions the faculty member puts from time to time during a session under interactive style of delivery in the class room or lab or an activity hall. Good behavior on and off the premises, punctuality and regularity in attending classes are the issues coming under discipline.
- f) A surprise test is of objective or descriptive nature as decided by the faculty concerned and is conducted without prior intimation to the students. There will be two such tests in a semester. The best of the scores shall be considered while computing aggregate marks.
- g) Live projects and Reading seminars will be implemented depending on the course and evaluated as per the guidelines provided. The information on the applicability of these components shall be communicated in the Course Handouts by the concerned Course Coordinators.
- h) Class attendance is monitored by each faculty member and based on the percentage of attendance marks are awarded by the faculty member concerned.
- i) In order to maintain transparency in evaluation, the answer sheets of all components should be shown to the students within one week of conducting the tests and quiz. If a student is not convinced with the marks awarded he/she can apply for re-check. However, the student can apply for re-check on the day of returning the answer sheet within the classroom only.
- j) It shall be the responsibility of the Course Coordinator to display solution key on the notice board immediately after the evaluation component test with evaluation scheme. The Instructor should stick to the evaluation scheme announced while checking the answer sheets.
- k) Computation of aggregate marks, submission of final grades duly approved by the Dean, Academics to the Examination Department is the sole responsibility of the Course Coordinator.
- l) Internship: The components of evaluation for the internship are provided below:

Stage	Weightage	Remarks
Initial Evaluation	15%	Report on “Overview of the Company including 3CET report & SWOT analysis, Who’s who, Business objectives of Executive Training.”
Interim Evaluation	25%	Assessment is based on achievement of targets/tasks with pro-rata basis. Evaluation is done by a panel as detailed in these guidelines.
Final Evaluation	35%	Assessment is based on achievement of targets/tasks on pro-rata basis. Evaluation is done by a panel as detailed in these guidelines.
Weekly Progress Report	20%	Assessment is based on accomplishment of the tasks/targets on a weekly basis.
Pre-placement Offer	5%	A written placement offer from the SIP Company confirming to the PPO guidelines.

Detailed guidelines shall be issued at the commencement of internship which would cover the above evaluation components.

- m) Management Project: The components of evaluation for the Management Project are provided below:

Semester	Stage	Weightage		Remarks
III	Approval of Title	40%	5%	Title shall be approved by a Project Committee constituted by the Director. Title once finalized shall not be changed in the normal course.
III	Literature Review		20%	10% of weightage shall be given to written report on critical review of literature. Each student must review a minimum of 5 contemporary papers. Remaining 10% shall be awarded through continuous evaluation given for the presentation and the articulation of literature reviewed.
III	Research Proposal		15%	It is a comprehensive research proposal. Evaluation is based on the written proposal and viva-voce.
IV	Term Paper	60%	15%	The paper is predominantly based on review of literature. Marks shall be awarded based on the parameters notified from time to time.
IV	Interim project		20%	10% of weightage is assigned to the written interim project. The balance 10% is assigned to the interim

Semester	Stage	Weightage	Remarks
			presentation.
IV	Final project	25%	15% of weightage is assigned to the written final project. The balance 10% is assigned to the final presentation.

Guidelines for Management Project, including detailed description of above components of evaluation shall be circulated at the commencement of the semester.

6.0 GRADING:

At the end of all evaluation components based on the performance of the student in courses, each student is awarded with a **letter grade** on a **relative scale**. The list of letter grades and their connotation are given below:

Grade	Qualitative Meaning	Grade Point attached
X	Excellent	10
A	Very Good	8
B	Good	7
C	Fair	6
D	Satisfactory	5
E	Pass	4
F	Fail	0

The grades 'X' and 'F' will be earned and remaining grades will be awarded. A student scoring 80% or more of overall score will earn an 'X' grade.

A student getting less than 40% in aggregate marks or less than 40% marks in the comprehensive examination (Theory and lab separately for courses having lab component) will be considered to have earned F grade.

7.0 AWARD OF DEGREE:

A candidate shall be eligible for the award of MBA degree if he satisfies the minimum academic requirements in every course. **For the award of MBA degree a student must have obtained a minimum CGPA of 5.50.**

MBA Degree with Second class will be offered to those having $CGPA < 6.5$

MBA Degree with First class will be offered to those having $CGPA \geq 6.5$

and first class with distinction will be offered to those having $CGPA \geq 7.5$ Provided the student has cleared all the courses in first attempt within the stipulated time

8.0 WITH-HOLDING OF RESULTS:

If the candidate has not paid dues to the University or if any case of in-discipline is pending against him, the result of the candidate shall be withheld and he will not be allowed/ promoted into the next higher semester. The issue of degree is liable to be withheld in such cases.

9.0 TRANSITORY REGULATIONS:

Candidates who have discontinued or have been detained for want of attendance or who have failed after having undergone the course in earlier regulations and wish to continue the course are eligible for admission into the unfinished semester from the date of commencement of class work with the same or equivalent courses as and when courses are offered. Whereas he continues to be in the academic regulations he was first admitted.

10.0 PROGRAM STRUCTURE FOR TWO YEAR FULL TIME MBA PROGRAM:

The program structure for the two year full time MBA Program is furnished in the *Annexure I* appended to this documents.

11.0 GENERAL:

- i. The academic regulations should be read as a whole for purpose of any interpretation.
- ii. Malpractices rules: Shall be governed as per the University norms.
- iii. Where the words “he”, “him”, “his”, occur in the regulations, they include “she”, “her”, “hers”.
- iv. In the case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Vice-Chancellor is final and binding.
- v. The University may change or amend the academic regulations or syllabi at any time and the changes or amendments shall be made applicable to all the students on rolls with effect from the dates notified by the University.

COURSE STRUCTURE FOR TWO YEAR MBA PROGRAM

2010-12 batch onwards

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1.	Perspectives of Management	3	0	0	3	3
2.	Business Environment	3	0	0	3	3
3.	Managerial Economics	3	0	0	3	3
4.	Business Communication	1	1	0	2	2
5.	Financial & Management Accounting	2	1	0	3	3
6.	Marketing Management	3	0	0	3	3
7.	Organisational Behaviour	3	0	0	3	3
8.	IT for Managers	1	0	2	3	2
Total		19	2	2	23	22

II SEMESTER

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1.	Human Resource Management	3	0	0	3	3
2.	Financial Management	2	1	0	3	3
3.	Quantitative Methods & Research Methodology	3	1	0	4	4
4.	International Business	3	0	0	3	3
5.	Operations Management	3	0	0	3	3
6.	Business Legislation	3	0	0	3	3
7.	Enterprise Resource Planning	2	0	2	4	3
8.	Soft skills 1	1	0	2	3	2
Total		20	3	2	25	24

III SEMESTER

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1.	Entrepreneurship	3	0	0	3	3
2.	Management Control Systems	3	0	0	3	3
3.	Soft skills -2	1	0	2	3	2
4.	Elective -1	3	0	0	3	3
5.	Elective -2	3	0	0	3	3
6.	Elective -3	3	0	0	3	3
7.	Elective -4	3	0	0	3	3

8.	Sectoral Specialisation -1	3	0	0	3	3
9.	Management Project - I	0	2	0	2	2
Total		22	3	0	25	25

IV SEMESTER

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1.	Strategic Management	3	0	0	3	3
2.	Business Ethics & Corporate Governance	3	0	0	3	3
3.	Elective -1	3	0	0	3	3
4.	Elective -2	3	0	0	3	3
5.	Elective -3	3	0	0	3	3
6.	Elective -4	3	0	0	3	3
7.	Sectoral Specialisation - 2	3	0	0	3	3
8.	Management Project - II	0	4	0	4	4
Total		21	4	0	25	25

LIST OF FUNCTIONAL ELECTIVES

MARKETING STREAM

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1.	Consumer Behavior	3	0	0	3	3
2.	Sales and Distribution Management	3	0	0	3	3
3.	Services Marketing	3	0	0	3	3
4.	Brand Management	3	0	0	3	3
5.	International Marketing	3	0	0	3	3
6.	Integrated Marketing Communications	3	0	0	3	3
7.	B2B Marketing	3	0	0	3	3
8.	Customer Relationship Management	3	0	0	3	3

HUMAN RESOURCE MANAGEMENT STREAM

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1.	Training and Development	3	0	0	3	3
2.	Performance Management System	3	0	0	3	3
3.	Industrial Relations & Labour Legislation	3	0	0	3	3
4.	Compensation Management	3	0	0	3	3
5.	Human Resource	3	0	0	3	3

	Information System					
6.	Strategic Human Resource Management	3	0	0	3	3
7.	Leadership Skills & Change Management	3	0	0	3	3
8.	Human Resource Development	3	0	0	3	3
9.	Knowledge Management	3	0	0	3	3

FINANCE STREAM

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1.	Security Analysis	2	1	0	3	3
2.	Portfolio Management	2	1	0	3	3
3.	Financial services and markets	3	0	0	3	3
4.	International Financial Management	2	1	0	3	3
5.	Mergers and Acquisitions	2	1	0	3	3
6.	Personal Financial Planning	2	1	0	3	3
7.	Financial Derivatives	2	1	0	3	3
8.	Corporate Taxation	2	1	0	3	3
9.	Taxation Practices	2	1	0	3	3
10.	Project Management	2	1	0	3	3

SECTORAL ELECTIVE COURSES

S. No.	Name of the Course	Periods			Contact Hours	Credits
		L	T	P		
1)	Overview of Retailing	3	0	0	3	3
2)	Management of Retail Operations	3	0	0	3	3
3)	Overview of Banking	3	0	0	3	3
4)	Banking Service Operations	3	0	0	3	3
5)	Overview of Healthcare Management	3	0	0	3	3
6)	Management of Healthcare Operations	3	0	0	3	3
7)	International Logistics Management	3	0	0	3	3
8)	Export & Import Documentation & Insurance	3	0	0	3	3
9)	Life Insurance	3	0	0	3	3
10)	General Insurance	3	0	0	3	3
11)	IT Enabled Services	3	0	0	3	3
12)	Marketing of Software Solutions	3	0	0	3	3

