

ACADEMIC REGULATIONS AND SYLLABUS
Master of Business Administration (MBA)
(Effective from the Batch 2022-2023)



**ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT
(AUTONOMOUS)**

**Approved by AICTE, Permanently Affiliated to JNTU – GURAJADA, Vizianagaram
Accredited by NAAC, Recognized by UGC Under 2(f) & 12 (b)
K.Kotturu, TEKKALI – 532 201, Srikakulam Dist, A.P, India.**

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT

Vision of the Institute

To evolve into a premier engineering institute in the country by continuously enhancing the range of our competencies, expanding the gamut of our activities and extending the frontiers of our operations.

Mission of the Institute

Synergizing knowledge, technology and human resource, we impart the best quality education in Technology and Management. In the process, we make education more objective so that the efficiency for employability increases on a continued basis.



ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT

Department of MBA

Vision of the Department

To become a premier institution in Management Education for its Excellence in developing high-thinking Management Professionals, Entrepreneurs and Socially Responsible Citizens

Mission of the Department

M1: Prepare and nurture the future business leaders and Entrepreneurs through imparting high quality teaching and Research.

M2: Offer practical management Knowledge, training and consultancy services that are closely aligned with industry needs and societal challenges.

M3: Strive for excellence through continuous innovative academic systems and processes, lifelong learning and ethical practices.



ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT

Department of MBA

Program educational objectives

- PEO1:** To learn and apply fundamentals of all functional areas of management and business.
- PEO2:** To understand and apply modern research techniques and tools for qualitative and quantitative analysis, as well as for navigating and controlling national and global environments.
- PEO3:** To develop and cultivate leadership, entrepreneurship, teamwork, and social responsibilities in business and society.
- PEO4:** To attain advanced communication skills, legal, ethical practices with higher levels of proficiency and efficiency for a successful career in industry, business and entrepreneurship.

Program outcomes

Management graduate will be able to:

- PO1:** Apply knowledge of Management theories and practices to solve business problems.
- PO2:** Foster analytical and critical thinking abilities by using modern tools for data- based decision making.
- PO3:** Develop Value based Leadership and Entrepreneurship.
- PO4:** Understand, analyze and communicate global, economic, legal and ethical aspects of business.
- PO5:** Lead themselves and Society in the achievement of organizational goals, contributing effectively to a team environment.
- PO6:** Ensure holistic development by engage in the life-long learning.

Program specific outcomes

- PSO1:** Apply Advanced Financial, HR, and Marketing Strategies involving ethical practices with social responsibility to arrive at solutions for given business problems.
- PSO2:** Demonstrate leadership through analytical ability in Decision Making in managing finance, human resource and marketing functions of an organizational sustainability.

ADITYA INSTITUTE OF TECHNOLOGY AND MANAGEMENT

(AUTONOMOUS)

Approved by AICTE, Accredited by NBA & NAAC, Recognized under 2(f) 12(b) of UGC
Permanently Affiliated to JNTU – GURAJADA, Vizianagaram
K.Kotturu, Tekkali, Srikakulam-532201, Andhra Pradesh

Academic Regulations for MBA (Regular) 2022

(For the students admitted into first year from the academic year 2022-2023)

The MBA Degree of the Aditya Institute of Technology and Management (AITAM), Tekkali 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 subject to reservations prescribed by the Government of Andhra Pradesh from time to time.

2.0 AWARD OF MBA DEGREE

A Student will be declared eligible for the award of MBA degree, if she/he fulfils the following Academic Regulations.

Registered for credits 102 and she/he must secure total 102 credits.

Student, who fail to complete their two – year course of study within 4 years or fail to acquire 102 credits for the award of the degree within 4 academic years from the year of their admission, shall forfeit their seat in MBA course and their admission shall stand cancelled.

3.0 ATTENDANCE

A candidate shall be deemed to have eligibility to write end semester examinations if he/she 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 consisting of Principal, Head of the Department and two senior faculty members.

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.

A stipulated fee should be payable towards the condonation of shortage of attendance.

4.0 EVALUATION

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

External Evaluation: For the theory subjects **60** marks shall be awarded based on the performance in the End

Examination. There shall be Semester End examination with 180 minutes duration consisting of eight questions out of which five questions to be answered.

Internal Evaluation: 40Marks for Internal can be categorized as follows

30 Marks: The internal evaluation for 30 marks shall be made based on the average of the marks secured in the two midterm examinations conducted, one in the middle of the semester and the other immediately after the completion of class instruction. Each midterm examination shall be conducted with duration of 90 minutes and question paper shall contain 3 questions.

4 Marks: Average of Two subjective assignments. Each assignment is provided with 4 Marks.

6 Marks: Case Study and Presentation.

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 internal

Examination at the end of the Semester in the lab Categorized as follows:-

- Internal Exam 20 Marks
- Day to Day Evaluation 20 Marks

Laboratory examination for MBA course must be conducted with two Examiners, one of them being Laboratory Class Teacher and second examiner shall be external examiner from outside the college.

A candidate shall be deemed to have secured the minimum academic requirements in a subject if he/she 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.

The pattern of Midterm examinations and End examination of Managerial Communication and Soft Skills ((22MBA3020) is similar to regular theory courses and the valuation is purely internal.

5.0 EVALUATION OF SUMMER INTERNSHIP:

Summer Internship Evaluation will carry for 50 Marks as follows: in that 20 Marks awarded for Report Preparation, 20 Marks for Presentation and 10 Marks for Viva - Voce.

- Report Preparation 20 Marks
- Presentation 20 Marks
- Viva – Voce 10 Marks

6.0 EVALUATION OF PROJECT WORK

A Project Review Committee (PRC) of the MBA Department is to be constituted with Principal as chairperson, Head of the Department 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 IV semester.

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

After the fourth Semester, A student has to undergo practical training for a period of **6** weeks in Corporate

Enterprise/ Industry (Social and Contemporary) issues. In training period, the candidates should work on a specific problem in the Management area. At the end of practical training, the student should submit a certificate obtained from the organization/ Industry. The student should prepare a Project Report under the supervision of a guide from the faculty of management of the concerned college.

Four copies of Project dissertation certified by the Project supervisor shall be submitted to the Department.

The Chairman BOS, Department of MBA 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.

The project report shall be adjudicated by one examiner selected from outside the College. The Department will submit a 3-member panel who are eminent in that field of study to the Principal. Project study will carry 100 marks of which **40** marks shall be reserved for internal assessment and the remaining **60** marks for Viva-Voce to be conducted by external examiner from the outside college.

The project study will be evaluated on the basis of the following parameters

Internal Assessment (Before PRC of the Department)	40 Marks
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Internal Assessment will be done on following points

- | | |
|--------------------------------------|----------|
| • Understanding the relevance | 5 Marks |
| • scope and dimension of the project | 5 Marks |
| • Methodology | 5 Marks |
| • Quality of Analysis and Results | 5 Marks |
| • Interpretations and Conclusions | 5 Marks |
| • Presentation | 5 Marks |
| • Report | 10 marks |

External Assessment

Viva- Voce	60 Marks
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Total	100 Marks
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The viva-voce examination of the project report shall be conducted by a board consisting of the External examiner (See section 5.7), the Head of the Department and Supervisor. The Candidate should have to secure minimum 40% marks in External assessment of 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 minimum 40% of marks in project and viva-voce, the candidate will retake the viva-voce examination after three months. If he fails to get minimum marks at the second viva-voce examination, he/she 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.

If the candidate fails to secure minimum 50% of (internal and external) marks in Theory subjects he/she has to re-appear supplementary examination.

7. Method of Awarding Letter Grades and Grade Points for a Course

A letter grade and grade points will be awarded to a student in each course based on his/her performance as per the grading system given below.

Table: Grading System for MBA Programme

Percentage	Level	Letter Grade	Grade Points
> = 90%	Outstanding	A+	10
80 to < 90%	Excellent	A	9
70 to < 80%	Very Good	B	8
60 to < 70%	Good	C	7
50 to < 60%	Fair	D	6
< 50%	Fail	F	0
-	Absent	AB	0

7.1 Calculation of Semester Grade Points Average (SGPA)* for Semester

The performance of each student at the end of the each semester is indicated in terms of SGPA. The SGPA is calculated as below:

$$\text{SGPA} = \frac{\Sigma(\text{CR} \times \text{GP})}{\Sigma \text{CR}} \quad (\text{For all courses passed in semester})$$

Where CR = Credits of a Course,

GP = Grade points awarded for a course

*SGPA is calculated for the candidates who passed all the courses in that semester.

7.2 Calculation of Cumulative Grade Points Average (CGPA) and Award of Division for Entire Programme.

CGPA is calculated as below:

$$\text{CGPA} = \frac{\Sigma(\text{CR} \times \text{GP})}{\Sigma \text{CR}} \quad (\text{For entire programme})$$

Where CR = Credits of a course

GP = Grade points awarded for a course

CGPA is calculated for the candidates who passed all the courses till that semester

As per the AICTE regulations, conversion of CGPA into equivalent percentage as follows:

$$\text{Equivalent Percentage} = (\text{CGPA} - 0.50) \times 10$$

After a student has satisfied the requirement prescribed for the completion of the programme and is eligible for receiving the award of MBA Degree, he shall be placed in one of the below divisions:

Table: Award of Divisions

Class Awarded	CGPA Secured	Remarks
First Class with distinction	≥ 7.75 (Without any supplementary appearance)	From the CGPA secured from 102 Credits
First Class	≥ 6.75	
Second Class	≥ 6.0 and < 6.75	

8.0 WITH HOLDING OF RESULTS

If the candidate has not paid any dues to the Institution or if any case of indiscipline is pending against him/her, the result of the candidate will be withheld and he/she will not be allowed into the next 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 are eligible for admission to the same or equivalent subjects as and when subjects are offered.

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 BOG is final. The Institution 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 Institution.

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

There shall be transfers within the affiliated colleges of Jawaharlal Nehru Technological University, Gurajada, Vizianagaram as per Government of A.P. and University norms.