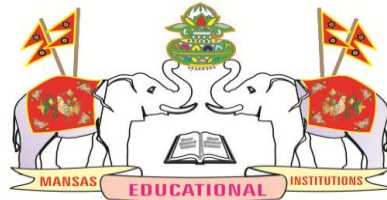# ACADEMIC REGULATIONS, COURSE STRUCTURE
AND
DETAILED SYLLABUS of MBA I YEAR I SEMESTER

**Applicable to the students admitted from the
Academic year 2015-2016**

MAHARAJ VIJAYARAM GAJAPATHI RAJ COLLEGE OF ENGINEERING
(Autonomous)

(Approved by AICTE, New Delhi, and permanently affiliated to JNTUK, Kakinada)
Re-Accredited by NBA, Re-Accredited by NAAC with 'A' Grade,
Listed u/s 2(f) & 12(B) of UGC Act 1956.
Vijayaram Nagar Campus, Chintalavalasa,
Vizianagaram-535005, Andhra Pradesh

Vision

Maharaj Vijayaram Gajapathi Raj College of Engineering strives to become a centre par excellence for technical education where aspiring students can be transformed into skilled and well-rounded professionals with strong understanding of fundamentals, a flair for responsible innovation in engineering practical solutions applying the fundamentals, and confidence and poise to meet the challenges in their chosen professional spheres.

Mission

The management believes imparting quality education in an atmosphere that motivates learning as a social obligation which we owe to the students, their parents/guardians and society at large and hence the effort is to leave no stone unturned in providing the same with all sincerity. Towards that end, the management believes special focus has to be on the following areas:

- Have on-board staff with high quality experience and continuously updating themselves with latest research developments and sharing that knowledge with students.
- Having a well stream-lined teaching learning process that is continuously assessed for effectiveness and fine-tuned for improvement.
- Having state-of-the-art lab and general infrastructure that gives students the necessary tools and means to enhance their knowledge and understanding.
- Having a centralized department focused on improving placement opportunities for our students directly on campus and coordinating the training programs for students to complement the curriculum and enhance their career opportunities.
- Having advanced research facilities and more importantly atmosphere to encourage students to pursue self-learning on advanced topics and conduct research.

ABOUT THE INSTITUTION:

Maharajah Alak Narayan Society of Arts and Science (MANSAS) is an Educational Trust founded by Dr. (late) P.V.G Raju, Raja Saheb of Vizianagaram in the hallowed memory of his father Maharajah Alak Narayan Gajapati with a view to confound socio-academic inequalities in the Vizianagaram principality executing a trust deed on 12-11-1958 duly established Maharajah's College and other educational institutions in and around Vizianagaram. The Trust is a charitable one published under Section 6 a (1) of A.P Charitable and Hindu Religious Institutions and Endowment Act 30 of 1987.

The object of the Trust is to manage the properties of educational institutions under it and to promote and advance the cause of education in general, besides awarding scholarships to deserving students enabling them to undergo special training in science and industries in and out of India. The Trust has made an uncompromising contribution to the nation by presenting the stalwarts like Sri V.V. Giri, former President of India, Prof. Swami Gnanananda, a renowned nuclear scientist, Major K. V. Krishna Rao and many more.

Trust offers KG to PG level education in Arts, Sciences, Law, Pharmacy, Humanities Education, Engineering and Management and presently houses 12 Educational Institutions. MVGR College of Engineering is one of the 12 institutes.

Maharaj Vijayaram Gajapathi Raj (MVGR) College of Engineering was established in the year 1997 by MaharajAlak Narayan Society for Arts and Sciences (MANSAS) to impart quality technical education in north coastal Andhra Pradesh. MVGR College of Engineering is located in lush green, serene and pollution free environment spread over 60 acres of land in

Chintalavalasa village situated in the outskirts of Vizianagaram, a fort city in the north coastal region of Andhra Pradesh. MVGR College of Engineering

- Established in 1997
- Re-Accredited for all eligible UG Programs by NBA
- Also Re-accredited with 'A' grade by NAAC of UGC
- Permanently affiliated to JN Technological University-Kakinada, KAKINADA

MVGR College of Engineering is rated as one among the best self-financing colleges in the state of Andhra Pradesh as it sets up highest standards in all areas of curricular, co-curricular and extra-curricular activities and in students' placements. Based on industry and expert's feedback, the college is updating the curriculum from time to time. The college offers many value added add-on courses students and conducts training programs to meet the industries' requirements.

Academic Regulations for MBA Program

Applicable to the students admitted from the Academic year 2015-16 onwards.

1. COURSE PATTERN:

The program is for 2 academic years with 4 semesters.

2. AWARD OF DEGREE:

A student will be declared eligible for the award of degree if he/she fulfills the following academic regulations.

a) A student shall be declared eligible for the award of the degree, if he/she pursues a course of study for not less than Two academic years and not more than Four academic years.

b) The student shall register for 80 credits and secure all 80 credits.

c) Students who fail to complete their Two Years Course of study within Four years shall forfeit their seat and their admission shall stand cancelled.

3. CERTIFICATION PROGRAMME:

S.No.	Department	Name of the Program
1	MECH	Windchill 10.2 PDM by Adroitec Engineering Solutions Pvt. Ltd., Hyderabad
2	MECH	Creo 2.0 by PTC
3	MECH	Edgecam by Verosoft, UK
4	CHEM	Chemical Process Design and Simulation by Simtech Simulations, Hyderabad
5	ECE	Embedded Systems by ThinkLABS, Mumbai
6	ECE	Labview by National Instruments Systems India Pvt. Ltd.
7	ECE	Unified Technology Learning Program (UTLP) by Wipro Mission 10X
8	CSE, IT	PEGA by Virtusa Corporation
9	CSE, IT	Microsoft technologies by Microsoft Corp.
10	CSE, IT	Ethical Hacking by EC-Council Academia
11	CSE, IT	Java and C by Talent Sprint
12	CSE, IT	Network Analyst (CCNA) by Cisco Systems Inc
13	CSE, IT	Java Programming (OCJP) and DBMS by Oracle
14	EEE	PLC, Drives and Automation by Siemens
15	EEE	PLC by New Dawn Automation
16	Civil	Remote Sensing and GIS by Indian Institute of Remote Sensing

a) The institution shall offer the certification programs by it self or in collaboration with industry/such other institutions deemed to have specialized expertise in the proposed area of training.

b) Only students of the institution shall be eligible to register on payment of prescribed fee.

c) However, subject to availability of resources and the demand the institution may offer the program to external candidates meeting the pre-qualification requirements and in the order of the merit.

d) The duration of the course and design of the content shall be done by the respective departments of the institution by themselves or in collaboration with industry/such other institutions deemed to have specialized expertise in the proposed area of training.

e) The duration under normal condition shall not exceed 50 hours per semester else it can suitably distribute over a number of semesters.

f) Mere enrolment/registration for the program shall not entitle any claim for award of certificate.

g) A candidate shall be deemed eligible for the award of the certificate if he/she

- Attends at least 75% of scheduled training sessions
- Complies to all the requirements of submission of the assignments, presentations, seminars, projects, etc., and also appears for periodic tests
- Shall attain minimum levels of performance as prescribed by the departments successfully
- Shall pay such fee as deemed fit for the certification
- A candidate registered and failed to meet the requirements shall be permitted to repeat the said training one another time after remitting 25% of the fee fixed for the program as re-registration fee

4. COURSES OFFERED:

Name of the Program	Degree
UG Programs (Engineering & Technology)	B.Tech (Chemical) B.Tech.(CSE) B.Tech.(ECE) B. Tech (Mech) B.Tech(IT) B.Tech(EEE) B.Tech(Civil)
PG Programs (Engineering & Technology)	M.Tech.(Machine Design) M.Tech.(CSE) M.Tech.(VLSI) M.Tech.(CN&IS) M.Tech.(Structural Engg) M. Tech. (Power Systems)
Other PG Programs	MBA
Research Programme	Ph.D

5. DISTRIBUTION AND WEIGHTAGE OF MARKS:

a) All Theory courses are assessed for 100 marks with a split of 40 marks for internal assessment and 60 marks for semester end external examination.

- Two internal assessments tests (120 min each), for each theory course are conducted over the period of the semester, one in the middle and the other at the end and the performances are averaged for 20 marks.
- An internal assessment test shall have 4 questions each for 5 marks, all questions to be answered.
- 20 marks is allotted for Mini Report (10marks for preparation of Report and 10 marks for presentation in the class room) in the respective subject.

- External examination is for 60 marks (180 min). Question paper contains 7 questions at least 1 question from each unit. Each question carries 12 marks. A student is expected to answer any 5 questions.

b) **Laboratory/Practice:**

All Laboratory/Practice courses are internally assessed for 50 marks.

The assessment shall be done on the following aspects.

a) Knowledge of principles/concepts involved

b) Experimental design

c) Result interpretation and analysis

d) Experimental report

c) **Project Evaluation**:

- A student shall take a project in the summer beak .
- A Project Review Committee (PRC) is constituted at the end of the second semester.
- PRC includes HOD and two other senior faculties, one being the guide.
- To register for project work, a student shall complete all the course work requirements of I and II semesters.
- The progress of the work shall be periodically reviewed by PRC.
- The PRC shall authorise /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.
- Project is evaluated for 200 marks at the end of IV semester.
- A student shall report to the guide/external supervisor and work under his supervision at least 30 hours per week for 4 weeks at the end of second semester.
- Also, 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: 80

        External: 120

- A project committee comprising of HoD, department Academic Coordinator, R&D member of the department, One senior faculty and guide shall review the progress once in four weeks.

- Internal evaluation shall be done by HoD, department Academic Coordinator, R&D member of the department, One senior faculty and guide for 80 marks.

- External evaluation shall be done by HoD, Guide/Internal Examiner and External Examiner for 120 marks.

- Assessment shall be on:

  a. Problem definition

  b. Literature review

  c. Review on fundamental knowledge involved

  d. Inter disciplinary aspect

  e. Experimental/methodology design

  f. Result analysis and interpretations

  g. Report writing

  h. Presentation

  i. Viva-voce

d. **Comprehensive Viva-Voce:**

Comprehensive Viva-Voce shall be evaluated for 50 marks by PRC in the II semester.

6. ATTENDANCE REGULATIONS:

I. A student shall be eligible to appear for end semester examinations, if he or she acquires a minimum of 75% of attendance in aggregate of all the subjects (Theory & Lab.) for the semester.

II. A Student shall not be promoted to the next semester unless he/she fulfills the

attendance requirement of the current semester.
III. A student may seek re- admission for that semester when offered a least one week ahead of the commencement of class work.
IV. To appear for end laboratory examination a candidate shall put up a minimum of 75% attendance for regular lab sessions and should have completed all the laboratory experiments/tests along with submission of record complete in all respects.

7. MINIMUM ACADEMIC REQUIREMENTS:

A student is deemed to have satisfied the minimum academic requirements if he has earned the credits allotted and secures at least 24 marks out of 60 marks at semester end examination and overall 50 marks out of 100 marks put together both internal and semester end examinations.

8. COURSE STRUCTURE:

The total course structure will consist of the following components.

a)	Foundation courses	FM	15-21 credits
b)	Core Mandatory(Theory)	CM	21-27 credits
c)	Lab courses	FL	02-04 credits
d)	Core Elective (Theory)	CE	15-21 credits
e)	Open Elective	OE	06-12 credits
f)	Comprehensive Viva-Voce	CV	01-02 credits
g)	Project	PR	06-09 credits

*For the program offered, in the list of courses for Open electives one of the choices would be "MOOCs". The department shall short list MOOCs course/(s) meeting the requirements of course duration, credits, etc., from time to time. The same shall be placed in the immediate BoS meeting for ratification.

9. ABOUT GRADING SYSTEM:

Performance of a student is evaluated in terms of earned credit weighed marking system
Earned credits are defined as the sum of course credits in which grade points above a certain cut off have been obtained for declaring student pass in that course
• Points earned in a semester:

O	(Outstanding)	10
A+	(Excellent)	9
A	(Very Good)	8
B+	(Good)	7
B	(Above Average)	6
C	(Average)	5
P	(Pass)	4
F	(Fail)	0
Ab	(Absent)	0

• iii. A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.

10. ELIGIBILITY FOR AWARD OF DEGREE:

A student shall be eligible for award of the degree if he/she fulfills the following conditions:

1) Success fully completes all the courses prescribed for the Program.
2) CGPA greater than or equal to 5.5(Minimum requirementfor Pass),
3) Should have cleared all dues.
4) Complied with all the rules and regulations during the period of study governing

satisfactory conduct.

11. AWARD OF CLASS:

The candidates who are eligible for the award of M.Tech./MBA Degree shall be placed in one of the following Classes based on CGPA.

Class	CGPA
Distinction	≥ 7.5
First Class	≥ 6.5
Pass Class	≥ 5.5

12. INSTRUCTION DAYS: A semester shall have a minimum period of 90 clear instruction days.

13. SUPPLEMENTARY EXAMINATIONS:

Supplementary examinations shall be conducted along with regular examinations for every semester.

14. WITHHOLDING OF RESULTS: The result of the student will be withheld

- If the student has not paid the dues, if any, to the institution

- If any case of pending of disciplinary action against him,

- Involving in any sort of malpractices etc.

MBA COURSE STRUCTURE
DEPARTMENT OF MANAGEMENT STUDIES

S.No	Subject Code	Subject	L	T	P	Credits
		Semester I				
1	A1MBT001	Perspectives of Management	3	1		3
2	A1MBT002	Business Environment and Law	3	1		3
3	A1MBT003	Economics for Managers	3	1		3
4	A1MBT004	Accounting for Managers and Reporting	3	1		3
5	A1MBT005	Managing People	3	1		3
6	A1MBT006	Quantitative Techniques for Managers	3	1		3
7	A1MBL001	Business Communication- Lab	2		2	2
		Total Number of Credits				20

S.No	Subject Code	Subject	L	T	P	Credits
		Semester II				
1	A1MBT101	Financial Management	3	1		3
2	A1MBT102	Human Resource Management	3	1		3
3	A1MBT103	Marketing Management	3	1		3
4	A1MBT104	Business Research Methods	3	1		3
5	A1MBT105	Corporate Social Responsibility and Governance	3	1		3
6	A1MBT106	Production and Operations Management	3	1		3
7	A1MBL101	IT for Managers- Lab	2		2	2
8	A1MBV401	Comprehensive Viva Voce				1
		Total Number of Credits				21

S.No	Subject Code	Subject	L	T	P	Credits
		Semester III				

1	A1MBT107	Entrepreneurship and MSMEs	3	1		3
		Core-Electives – Functional Area-I				
2	A1MBT2XX	Elective-I	3	1		3
3	A1MBT2XX	Elective-II	3	1		3
4	A1MBT2XX	Elective-III	3	1		3
		Core-Electives - Functional Area-II				
5	A1MBT2XX	Elective-I	3	1		3
6	A1MBT2XX	Elective-II	3	1		3
7	A1MBT2XX	Elective-III	3	1		3
		Total Number of Credits				21

Semester IV						
S.No	Subject Code	Subject	L	T	P	Credits
1	A1MBT108	Strategic Management	3	1		3
		Open-Electives				
2	A1MBT3XX	Elective-I	3	1		3
3	A1MBT3XX	Elective-II	3	1		3
4	A1MBT3XX	Elective-III	3	1		3
5	A1MBP501	Project Report & VIVA-VOCE				6
		Total Number of Credits				18

Total Credits in MBA Programme

80

FOUNDATION COURSES		
S. No	Subject Code	Subject Name
1	A1MBT001	Perspectives of Management
2	A1MBT002	Business Environment and Law
3	A1MBT003	Economics for Managers
4	A1MBT004	Accounting for Managers and Reporting
5	A1MBT005	Managing People
6	A1MBT006	Quantitative Techniques for Managers

CORE MANDATORY		
S. No	Subject Code	Subject Name
1	A1MBT101	Financial Management
2	A1MBT102	Human Resource Management
3	A1MBT103	Marketing Management
4	A1MBT104	Business Research Methods
5	A1MBT105	Corporate Social Responsibility and Governance
6	A1MBT106	Production and Operations Management
7	A1MBT107	Entrepreneurship and MSMEs
8	A1MBT108	Strategic Management

Labs		
S. No	Subject Code	Subject Name
1	A1MBL001	Business Communication- Lab
2	A1MBL101	IT for Managers- Lab

CORE ELECTIVES

The department has been offering three functional areas of core optionals in the 3rd semester namely Marketing area, Finance area, HR area. The student has to opt any two areas as dual specialization (say Area-I & Area-II). Again, each area consists nine courses against which the student shall opt any three courses. It clarifies that opting any two areas, with three courses in each area summing up six courses in two areas as core optionals.

Marketing Area (Core Elective), A student may Opt. any three of the following nine courses.

S.No	Subject Code	Subject
1	A1MBT201	Strategic Marketing
2	A1MBT202	Retail Management
3	A1MBT203	Services Marketing
4	A1MBT204	Consumer Behavior and Market Research
5	A1MBT205	International Marketing
6	A1MBT206	Advertising and Sales Promotion
7	A1MBT207	Logistics and Supply Chain Management
8	A1MBT208	Product Management
9	A1MBT209	B2B Marketing

Finance Area (Core Elective), A student may Opt. any three of the following nine courses.

S.No	Subject Code	Subject
1	A1MBT210	Financial Markets and Services
2	A1MBT211	Banking and Insurance
3	A1MBT212	Strategic Financial Management
4	A1MBT213	Security Analysis and Portfolio Management
5	A1MBT214	International Finance
6	A1MBT215	Cost and Management Accounting
7	A1MBT216	Direct & Indirect Taxes
8	A1MBT217	Risk Management and Derivatives
9	A1MBT218	Working Capital Management

HRM Area (Core Elective), A student may Opt. any three of the following nine courses.

S.No	Subject Code	Subject
1	A1MBT219	Strategic Human Resource Management
2	A1MBT220	Global Human Resource Management
3	A1MBT221	Management of Industrial Relations
4	A1MBT222	Labour Laws
5	A1MBT223	Performance Management
6	A1MBT224	Organizational Change and Development
7	A1MBT225	HR Planning and Development
8	A1MBT226	Compensation Management
9	A1MBT227	Management of Training and Development

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OPEN ELECTIVES

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A student may Opt. any three of the following nine courses.

S.No	Subject Code	Subject
1	A1MBT301	Financial Inclusion and Micro Credit
2	A1MBT302	Corporate Valuation and Mergers
3	A1MBT303	Management Information System and ERP
4	A1MBT304	Leadership in Organizations
5	A1MBT305	Internet Marketing
6	A1MBT306	Knowledge Management
7	A1MBT307	Shipping and Logistics
8	A1MBT308	Business Analytics
9	A1MBT309	MOOCs

Projects		
S. No	**Subject Code**	**Subject**
1	A1MBV401	Comprehensive Viva
2	A1MBP501	Project Report & VIVA-VOCE