

Established: 2009

ICET Code: MLRS

Academic Regulations, Course Structure & Detailed Syllabus under Autonomous Status

Master of Business Administration (MBA)

Choice Based Credit System (CBCS)

(R22 Regulations)

(Applicable for the batches admitted from 2022-2023)



MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY AND MANAGEMENT

[Autonomous]

(An UGC Autonomous Institution, Approved by AICTE and Affiliated to MLRITM Hyderabad)
Accredited by NAAC with 'A' Grade, Recognized under the section 2(1) & 12 (B) of UGC Act 1956
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DEPARTMENT OF MANAGEMENT STUDIES (MBA)

Applicable for the students of Master of Business Administration [MBA] [Regular] program admitted from the Academic Year **2020-21**. The MBA Degree of MLRITM, Hyderabad shall be conferred on candidates who are admitted to the program and who fulfill all the requirements for the award of the Degree.

COLLEGE VISION AND MISSION

VISION

To be as an ideal academic institution by graduating talented engineers to be ethically strong, competent with quality research and technologies.

MISSION

- Utilize rigorous educational experiences to produce talented engineers
- Create an atmosphere that facilitates the success of students
- Programs that integrate global awareness, communication skills and Leadership qualities
- Education and Research partnership with institutions and industries to prepare the students for interdisciplinary research.

QUALITY POLICY

Aspire to establish a system, which would improve the quality of education, teaching - learning and training process on continuous basis and ultimately develop the institute as a center of excellence.

DEPARTMENT VISION

To establish a management education center to impart high quality value based education in an ambience of humanity and wisdom with an excellence in creating an intellectual capital of socially sensitive management professional and entrepreneurs.

DEPARTMENT MISSION

- To nurture a socially sensitive future management professional competence, leadership qualities, decision making, personal integrity to fit the Industry Academia.
- Imparting humanistic and Career oriented education through value-based teaching and practical training for continuous learning to make entrepreneurs.

PROGRAMME EDUCATIONAL OBJECTIVES [PEO's]

- PEO I:** To prepare students for their successful career in industry to meet the needs of Indian and MNC with sound Management skills and Knowledge for lifelong learning and introduce them to professional ethics and sustainable development.
- PEO II:** To develop the ability among students to apply concepts of Management or to a Managerial of interdisciplinary domains of the organization.
- PEO III:** To provide opportunity for the students to work in their individual capacity as well as to function as teams in multidisciplinary Systems of Finance, HRM and Marketing to develop attitude towards self employment through entrepreneurship.

PROGRAMME OUTCOMES [PO's]

Graduates of the MBA program will have:

- PO1:** Apply knowledge of Management theories and practices to solve business problems.
- PO2:** Foster Analytical and Critical thinking abilities for data-based decision making.
- PO3:** Ability to Develop Value based leadership.
- PO4:** Ability to understand, analyze and communicate economic, legal, and ethical aspects of business.
- PO5:** Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
- PO6:** Ability to make intellectual and creative advances for Research in a both theoretical, practical approaches and allied industrial policies.
- PO7:** Able to manage Industry Academia projects in the efficiently in respective disciplines and multidisciplinary domains.
- PO8:** Ability to engage in life-long learning independently, with a high level of enthusiasm and commitment to improve knowledge and competence levels.

**ACADEMIC REGULATIONS OF MBA
(REGULAR/FULLTIME)
PROGRAMME UNDER CHOICE BASED CREDIT SYSTEM
(CBCS) 2022-23 (R22)**

(Effective for the students admitted into I year from the Academic Year 2022-23 and onwards)

1.0 Marri Laxman Reddy Institute of Technology & Management (MLRITM) offers **Two** Years (**Four** Semesters) full-time Master of Business Administration (**MBA**) Degree programme, under CBCS at its constituent (non- autonomous) unit and affiliated colleges.

2.0 Eligibility for Admissions

- 2.1 Admission to the MBA programme shall be made subject to eligibility, qualification prescribed by College from time to time.
- 2.2 Admission to the MBA programme shall be made on the basis of either the merit rank or Percentile obtained by the qualified student in the relevant qualifying Examination/ the merit rank obtained by the qualified student in an entrance test conducted by Telangana State Government (ICET) for MBA programme / an entrance test conducted by JNTUH/Government on the basis of any other exams approved by the UNIVERSITY / COLLEGE, subject to reservations as laid down by the Govt. from time to time.
- 2.3 The medium of instructions for MBA Programme will be **ENGLISH** only.

3.0 MBA Programme Structure

- 3.1 The MBA Programme of MLRITM is in Semester pattern, with **Four** Semesters consisting of **Two** academic years, each academic year having **Two** Semesters (First/Odd and Second/Even Semesters). Each Semester shall be of 22 weeks duration (inclusive of Examinations), with a minimum of 90 instructional days per Semester.
- 3.2 The two-year MBA program consists of 102 compulsory credits and the student has to register for all 102 credits and earn all 102 credits for the award of MBA degree. There is **NO** exemption of credits in any case.
- 3.3 The student shall not take more than four academic years to fulfill all the academic requirements for the award of MBA degree from the date of commencement of first year first semester, failing which the student shall forfeit the seat in MBA programme.
- 3.4 **UGC/AICTE** specified definitions/descriptions are adopted appropriately for various terms and abbreviations used in these PG academic regulations, as listed below:

3.4.1 Semester Scheme

Each Semester shall have 'Continuous Internal Evaluation (CIE)' and 'Semester End Examination (SEE)'. Choice Based Credit System (CBCS) and Credit Based Semester System (CBSS) are taken as 'references' for the present set of Regulations. The terms 'SUBJECT' and 'COURSE' imply the same meaning here and refer to 'Theory Subject', or 'Lab Course', or 'Seminar', or 'Internship', or 'Project' as the case may be.

3.4.2 Credit Courses

All subjects/courses are to be registered by the student in a semester to earn credits which shall be assigned to each subject/course in an L: T: P: C (Lecture Periods: Tutorial Periods: Practical Periods: Credits) structure based on the following general pattern: One credit for one hour/week/semester for

theory/lecture (L) courses

- One credit for two hours/ week/semester for laboratory/ practical (P) courses or tutorials (T)

Other student activities like study tour, guest lecture, conference/workshop participations, technical paper presentations, and identified mandatory courses, if any, will not carry credits.

3.4.3 Subject Course Classification

All subjects/courses offered for the MBA Degree Programme is broadly classified as follows. The UNIVERSITY / COLLEGE has followed in general the guidelines issued by AICTE/UGC.

S.No.	Broad Course Classification	Course Group/ Category	Course Description
1	Core Courses (CoC)	CC - Core Courses	Includes subjects related to the management
		Project Work	MBA Project or PG Project or Major Project
		Seminar/Pre-Submission Project Seminar / Summer Internship	Seminar based on core contents related to management
2	Elective Courses (EE)	PE- Professional Electives	Includes elective subjects related to the specialization
		OE - Open Electives	Elective subjects which include inter-disciplinary subjects

4.0 Course Registration

- 4.1 A 'Faculty Advisor or Counselor' shall be assigned to each specialization, who will advise on the MBA, its Course Structure and Curriculum, Choice/Option for Subjects/ Courses, based on his competence, progress, pre-requisites and interest.
- 4.2 The Academic Section of the College invites 'Registration Forms' from students within 15 days from the commencement of class work through 'ON-LINE SUBMISSIONS', ensuring 'DATE and TIME Stamping'. The ON-LINE Registration Requests for any 'CURRENT SEMESTER' shall be completed BEFORE the commencement of SEEs (Semester End Examinations) of the 'PRECEDING SEMESTER'.
- 4.3 A Student can apply for ON-LINE Registration, ONLY AFTER obtaining the 'WRITTEN APPROVAL' from his Faculty Advisor, which should be submitted to the College Academic Section through the Head of Department (a copy of it being retained with Head of Department, Faculty Advisor and the Student).
- 4.4 If the Student submits ambiguous choices or multiple options or erroneous entries during ON-LINE Registration for the Subject(s) / Course(s) under a given/ specified Course Group/ Category as listed in the Course Structure, only the first mentioned Subject/ Course in that Category will be taken into consideration.
- 4.5 Subject/ Course Options exercised through ON-LINE Registration are final and CANNOT be changed, nor can they be inter-changed; further, alternate choices also will not be considered. However, if the Subject/ Course that has already been listed for Registration by the UNIVERSITY /

COLLEGE in a Semester could not be offered due to unforeseen or unexpected reasons, then the Student will be allowed to have alternate choice either for a new Subject, if it is offered, or for another existing Subject (subject to availability of seats). Such alternate arrangements will be made by the Head of Department, with due notification and time-framed schedule, within the FIRST WEEK from the commencement of Class-work for that Semester.

5.0 Attendance Requirements

The programmes are offered on the basis of a unit system with each subject being considered a unit. Attendance is calculated separately for each subject.

- 5.1 Attendance in all classes (Lectures/Laboratories) is compulsory. The minimum required attendance in each theory including the attendance of mid-term examination / Laboratory etc. is 75%. Two periods of attendance for each theory subject shall be considered, if the student appears for the mid-term examination of that subject. A student shall not be permitted to appear for the Semester End Examinations (SEE), if his attendance is less than 75%.
- 5.2 **Condoning of shortage of attendance** (between 65% and 75%) up to a maximum of 10% (considering the days of attendance in sports, games, NCC, NSS activities and Medical grounds) in each subject of a semester shall be granted by the College Academic Committee on genuine reasons.
- 5.3 Shortage of Attendance below 65% in any subject shall in **no case be condoned**.
- 5.4 A Student, whose shortage of attendance **is not condoned** in any subject(s) in any semester, is considered detained in that subject(s) and is not eligible to write Semester End Examination(s) of such subject(s) in that semester, and he has to seek re-registration for those subject(s) in subsequent semesters, and attend the same as and when offered.
- 5.5 A student fulfills the attendance requirement in the present semester, shall not be eligible for readmission/promoting into the same class (i.e. succeeding semester).
- 5.6 A prescribed fee per subject shall be payable for condoning shortage of attendance after getting the approval of College Academic Committee for the same. The College Academic Committee shall maintain relevant documents along with the request from the student.
- 5.7 A Candidate shall acquire minimum required attendance subject-wise in at least THREE theory subjects in each semester for promoting to next Semester.

6.0 Academic Requirements

The following academic requirements have to be satisfied, in addition to the attendance requirements mentioned in item no. 5. The performance of the candidate in each semester shall be evaluated subject-wise, with a maximum of 100 marks per subject / course (theory / laboratory), on the basis of Internal Evaluation (for 40 marks) and Semester End Examination (for 60 marks).

- 6.1 A student shall be deemed to have satisfied the academic requirements and earned the credits allotted to each subject/course, if he secures not less than 40% of marks (24 out of 60 marks) in the End Semester Examination, and a minimum of 50% of marks in the sum total of CIE (Continuous Internal Evaluation) and SEE (Semester End Examination) taken together; in terms of Letter Grades and this implies securing 'B' Grade or above in a subject.
- 6.2 A student shall be deemed to have satisfied the academic requirements and earned the credits

allotted to a subject/ course, if he secures not less than 50% of the total marks. The student is deemed to have failed, if he does not submit a report on summer internship or does not make a presentation of the same before the evaluation committee as per schedule, in such a case, he has to reappear for the same during the supplementary examinations as and when the notification is issued, subject to item 3.2.

6.3 A student shall register for all subjects for total of **102** credits as specified and listed in the course structure for the chosen specialization, put in the required attendance and fulfill the academic requirements for securing **102** credits obtaining a minimum of 'B' Grade or above in each subject, and all **102** credits securing Semester Grade Point Average (**SGPA**) ≥ 6.0 (in each semester) and final Cumulative Grade Point Average (**CGPA**) (i.e., CGPA at the end of MBA Programme) ≥ 6.0 , to complete the MBA Programme successfully.

Note: (1) The SGPA will be computed and printed on the marks memo only if the candidate passes in all the subjects offered and gets minimum B grade in all the subjects.

2) CGPA is calculated only when the candidate passes in all the subjects offered in all the semesters

6.4 Marks and Letter Grades obtained in all those subjects covering the above specified **102** credits alone shall be considered for the calculation of final CGPA, which will be indicated in the Grade Card /Marks Memo of second year second semester.

6.5 If a student registers for extra subject(s) (in the parent specialization or other specializations of Management) other than those listed subjects totaling to **102** credits as specified in the course structure, the performance in extra subject(s) (although evaluated and graded using the same procedure as that of the required **102** credits) will not be considered while calculating the SGPA and CGPA. For such extra subject(s) registered, percentage of marks and Letter Grade alone will be indicated in the Grade Card/Marks Memo, as a performance measure, subject to completion of the attendance and academic requirements as stated in items 5 and 6.1 - 6.3.

6.6 When a student is detained due to shortage of attendance in any subject(s) in any semester, no Grade allotment will be made for such subject(s). However, he is eligible for re-registration of such subject(s) in the subsequent semester(s), as and when next offered, with the academic regulations of the batch into which he is re-registered, by paying the prescribed fees per subject. In all these re-registration cases, the student shall have to secure a fresh set of internal marks and Semester End Examination marks for performance evaluation in such subject(s), and SGPA/CGPA calculations.

6.7 A student eligible to appear for the Semester End Examination in any subject, but absent from it or failed (failing to secure 'B' Grade or above), may reappear for that subject at the supplementary examination as and when conducted. In such cases, his Internal Marks assessed earlier for that subject will be carried over, and added to the marks secured in the supplementary examination, for the purpose of evaluating his performance in that subject.

6.8 A Student who fails to earn **102** credits as per the specified course structure, and as indicated above, within **four** academic years from the date of commencement of his first year first semester, shall forfeit his seat in MBA programme and his admission shall stand cancelled.

7.0 Evaluation - Distribution and Weightage of Marks

The performance of a student in each semester shall be evaluated subject- wise (irrespective of Credits assigned) for a maximum of 100 marks. The MBA project work (main project viva voce) Will also be evaluated for 100 marks.

- 7.1 For the theory subjects 60 marks shall be awarded for the performance in the Semester End Examination and 40 marks shall be awarded for Continuous Internal Evaluation (CIE). The Continuous Internal Evaluation shall be made based on the average of the marks secured in the two Mid-Term Examinations conducted, first Mid-Term examinations in the middle of the Semester and second Mid-Term examinations during the last week of instruction.

In CIE, for theory subjects, during a semester, there shall be two mid-term examinations. Each Mid-Term examination consists of two parts i) **Part – A** for 10 marks, ii) **Part – B** for 15 marks with a total duration of 2 hours as follows:

1. Mid-Term Examination for 25 marks:
Part - A: Objective/quiz paper for 10 marks.
Part – B: Descriptive paper for 15 marks.

Student shall have to earn 40%, i.e. 10 marks out of 25 marks from average of two mid-term examinations (I Mid-Term & II Mid-Term).

The remaining 15 marks of Continuous Internal Assessment (out of 40) are distributed as:

2. Assignment for 5 marks. (Average of 2 Assignments each for 5 marks)
 3. Subject Viva-Voce/PPT/Poster Presentation/ Case Study on a topic in the concerned subject for 10 marks.
- The objective/quiz paper is set with multiple choice, fill-in the blanks and match the following type of questions for a total of 10 marks. The descriptive paper shall contain 5 full questions out of which, the student has to answer 3 questions, each carrying 5 marks. The student has to get minimum of 40% (on 25 marks allocated for Mid-Term examinations) on average of two Mid-Term examinations.

While the first mid-term examination shall be conducted on 50% of the syllabus, the second mid-term examination shall be conducted on the remaining 50% of the syllabus.

Five (5) marks are allocated for assignments (as specified by the subject teacher concerned). The first assignment should be submitted before the conduct of the first mid-term examination, and the second assignment should be submitted before the conduct of the second mid-term examination. The average of the two assignments shall be taken as the final marks for assignment (for 5 marks).

PPT/Poster Presentation/ Case Study/ Video presentation/ Survey/ Field Study/ Group discussion / Role Play on a topic in the concerned subject for 5+5 = 10 marks before II Mid-Term Examination

- 7.2 The details of the end semester question paper pattern are as follows:

The semester end examinations (SEE), for theory subjects, will be conducted for 60 marks consisting of two parts viz. i) Part- A for 10 marks, ii) Part - B for 50 marks.

- Part-A is a compulsory question which consists of ten sub-questions from all units carrying equal marks.
- Part-B consists of five questions (numbered from 2 to 6) carrying 10 marks each. Each of these questions is from each unit and may contain sub-questions. For each question there will be an “either” “or” choice, which means that there will be two questions from each unit and the student

should answer either of the two questions.

- The duration of Semester End Examination is 3 hours.

7.3 For practical subjects there shall be a Continuous Internal Evaluation (CIE) during the semester for 40 marks and 60 marks for semester end examination. Out of the 40 marks for internal evaluation:

1. A write-up on day-to-day experiment in the laboratory (in terms of aim, components/procedure, expected outcome) which shall be evaluated for 10 marks
2. 10 marks for viva-voce (or) tutorial (or) case study (or) application (or) poster presentation of the course concerned.
3. Internal practical examination conducted by the laboratory teacher concerned shall be evaluated for 10 marks.
4. The remaining 10 marks are for Laboratory Project, which consists of the Design (or) Software / Hardware Model Presentation (or) App Development (or) Prototype Presentation submission which shall be evaluated after completion of laboratory course and before semester end practical examination.

The Semester End Examination shall be conducted with an external examiner and the laboratory teacher. The external examiner shall be appointed from the cluster / other colleges which will be decided by the examination branch of the UNIVERSITY / COLLEGE.

In the Semester End Examination held for 3 hours and total 60 marks are divided and allocated as shown below:

1. 10 marks for write-up
2. 15 for experiment/program
3. 15 for evaluation of results
4. 10 marks for presentation on another experiment/program in the same laboratory course and
5. 10 marks for viva-voce on concerned laboratory course.

7.4 For conducting laboratory end examinations, one internal examiner and one external examiner are to be appointed by the Principal of the College and this is to be informed to the Director of Evaluation within two weeks, before commencement of the lab end examinations. The external examiner should be selected from outside the College concerned but within the cluster. No external examiner should be appointed from any other College in the same cluster/any other cluster which is run by the same Management. A candidate has to secure a minimum of 50% of marks to be declared successful. If he fails to obtain the minimum marks, he has to reappear for the same during the supplementary examinations as and when conducted, subject to item 3.3.

7.5 There shall be a summer internship during the summer vacation of I Year II Semester and the evaluation is done in II Year I Semester. Summer internship Report has to be submitted to the department after approval by the concerned supervisor/mentor and the Head of the department. Summer internship Report is evaluated for 100 marks. The report has to be evaluated by the Head, Supervisor/mentor and a senior faculty of the department. A candidate has to secure a minimum of 50% of marks to be declared successful. If he fails to obtain the minimum marks, he has to reappear for the same during the supplementary examinations as and when conducted, subject to item 3.2.

7.6 Every candidate shall be required to submit a thesis or dissertation on a topic approved by the Project Review Committee.

7.7 A Project Review Committee (PRC) shall be constituted with the Head of the Department as Chairperson, Project Supervisor and one senior faculty member of the Departments offering the MBA programme.

- 7.8 Registration of Project Work: A candidate is permitted to register for the project work at the beginning of II Year II Semester after satisfying the attendance requirement in all the subjects, both theory and laboratories upto II Year I Semester. The duration of the project work is one semester.
- 7.9 After satisfying 7.8, a student, in consultation with his Project Supervisor, has to present the title, objective, and plan of action of his project work to the Project Review Committee (PRC) for approval within two weeks from the commencement of II Year II Semester. The student can initiate the Project work after obtaining the approval of the PRC. The Supervisor and PRC will examine the progress of the Project Work during pre-submission project seminar. For the subject 'pre-submission project seminar', there will be only internal evaluation for 100 marks. Evaluation shall be done by the PRC for 50 marks and the Supervisor shall evaluate the work for another 50 marks. A candidate has to secure a minimum of 50% of marks to be declared successful. If he fails to obtain the minimum marks, he has to reappear for the same during the supplementary examination as and when notification is issued, subject to item 3.3. Pre-submission project seminar has to be conducted along with 1st and 2nd mid-term examinations.
- 7.10 If a candidate wishes to change his supervisor or topic of the project, he can do so with the approval of the PRC. However, the PRC shall examine whether or not the change of topic/supervisor leads to a major change of his initial plans of project proposal. If yes, his date of registration for the project work starts from the date of change of Supervisor or topic as the case may be.
- 7.11 A candidate is permitted to submit project thesis with the approval of PRC not earlier than 16 weeks from the date of commencement of fourth semester. For the approval of PRC, the candidate shall submit the draft copy of thesis to the Head of the Department and make an oral presentation before the PRC during the Pre-submission project seminar at 2nd mid-term examinations.
- 7.12 After approval from the PRC, a soft copy of the thesis should be submitted for ANTI-PLAGIARISM check and the plagiarism report should be submitted to the UNIVERSITY / COLLEGE and be included in the final thesis. The Thesis will be accepted for submission, if the similarity index is less than **30%**. If the similarity index has more than the required percentage, the student is advised to modify accordingly and re-submit the soft copy of the thesis after one month. The maximum number of re-submissions of thesis after plagiarism check is limited to TWO. The candidate has to register for the Project work and work for one semester. After three attempts, the admission is liable to be cancelled. The college authorities are advised to make plagiarism check of every soft copy of theses before submissions.
- 7.13 Three copies of the Project Thesis certified by the supervisor shall be submitted to the College/School/Institute.
- 7.14 The thesis shall be adjudicated by an external examiner selected by the UNIVERSITY / COLLEGE. For this, the Principal of the College/School/Institute shall submit a panel of **three** examiners from among the list of experts in the relevant specialization as submitted by the supervisor concerned and Head of the Department.
- 7.15 If the report of the external examiner is unsatisfactory, the candidate shall revise and resubmit the Thesis. If the report of the examiner is unsatisfactory again, the thesis shall be summarily rejected. Subsequent actions for such dissertations may be considered, only on the specific recommendations of the external examiner and /or Project Review Committee. No further correspondence in this matter will be entertained, if there is no specific recommendation for resubmission.
- 7.16 If the report of the external examiner is satisfactory, the Head of the Department shall coordinate and make arrangement for the conduct of Main Project Viva - Voce examination. The Main Project Viva-Voce examination will be evaluated for 100 marks. The Main Project Viva-Voce examination shall be conducted by a board consisting of the Supervisor, Head of the Department and the external examiner who adjudicated the Thesis. The candidate has to secure a minimum of 50% of marks in Main Project Viva-Voce examination. For Main Project Viva – Voce examination one external examiner shall be allotted for a group of 20 students.

The Main Project Viva-Voce examination shall be conducted within one week after completion of the fourth semester end examinations. The Students need to prepare the PPT (Slides) of the project work for the Viva – voce examination

7.17 If he fails to fulfill the requirements as specified in 7.14, he will reappear for the Main Project Viva-Voce examination only after three months. In the reappeared examination also, if he fails to fulfill the requirements, he will not be eligible for the award of the degree, unless he is asked to revise and resubmit his project work by the board within a specified time period (within **four** years from the date of commencement of his first year first semester).

7.18 The Main Project Viva-Voce External examination marks must be submitted to the UNIVERSITY / COLLEGE on the day of the examination.

8.0 Re-Admission/Re-Registration

8.1 **Re-Admission for Discontinued Student** A student, who has discontinued the MBA degree programme due to any reason whatsoever, may be considered for 'readmission' into the same degree programme (with the same specialization) with the academic regulations of the batch into which he gets readmitted, with prior permission from the authorities concerned, subject to item 6.6.

8.2 If a student is detained in a subject (s) due to shortage of attendance in any semester, he may be permitted to **re-register** for the same subject(s) in the same category (core or elective group) or equivalent subject, if the same subject is not available, as suggested by the Board of Studies of that department, as and when offered in the subsequent semester(s), with the academic regulations of the batch into which he seeks re-registration, with prior permission from the authorities concerned, subject to item 3.2.

8.3 A candidate shall be given one chance to re-register and attend the classes for a maximum of two subjects, if the internal marks secured by a candidate are less than 50% and failed in those subjects but fulfilled the attendance requirement. A candidate must re-register for failed subjects within four weeks of commencement of the class work and secure the required minimum attendance. In the event of the student taking this chance, his Continuous Internal Evaluation (internal) marks and Semester End Examination marks obtained in the previous attempt stand cancelled.

9.0 Examinations and Assessment - The Grading System

9.1 Grades will be awarded to indicate the performance of each student in each Theory Subject, or Lab/Practical's, or Seminar, or Project, etc., based on the % of marks obtained in CIE + SEE (Continuous Internal Evaluation + Semester End Examination, both taken together) as specified in Item 7 above, and a corresponding Letter Grade shall be given.

9.2 As a measure of the student's performance, a 10-point Absolute Grading System using the following Letter Grades (UGC Guidelines) and corresponding percentage of marks shall be followed:

% of Marks Secured in a subject/Course (Class Intervals)	Letter Grade (UGC Guidelines)	Grade Points
90% and above (90%, ≤ 100%)	O (Outstanding)	10
Below 90% but not less than 80% (80%, <90%)	A ⁺ (Excellent)	9
Below 80% but not less than 70% (70%, <80%)	A (Very Good)	8
Below 70% but not less than 60% (60%, <70%)	B ⁺ (Good)	7
Below 60% but not less than 50% (50%, <60%)	B (above Average)	6
Below 50% (< 50%)	F (FAIL)	0
Absent	Ab	0

9.3 A student obtaining F Grade in any Subject is deemed to have ‘failed’ and is required to reappear as ‘Supplementary Candidate’ for the Semester End Examination (SEE), as and when conducted. In such cases, his Internal Marks (CIE Marks) in those subjects will remain as obtained earlier.

9.4 If a student has not appeared for the examinations, ‘Ab’ Grade will be allocated to him for any subject and shall be considered ‘failed’ and will be required to reappear as ‘Supplementary Candidate’ for the Semester End Examination (SEE), as and when conducted.

9.5 A Letter Grade does not imply any specific marks percentage; it is only the range of percentage of marks.

9.6 In general, a student shall not be permitted to repeat any Subject/ Course (s) only for the sake of ‘Grade Improvement’ or ‘SGPA/ CGPA Improvement’.

9.7 A student earns Grade Point (GP) in each Subject/ Course, on the basis of the Letter Grade obtained by him in that Subject/ Course. The corresponding ‘Credit Points’ (CP) are computed by multiplying the Grade Point with Credits for that particular Subject/ Course.

Credit Points (CP) = Grade Point (GP) x Credits For a Course

9.8 The student passes the Subject/ Course only when he **gets GP ≥ 6 (B Grade or above)**.

9.9 The Semester Grade Point Average (SGPA) is calculated by dividing the Sum of Credit Points (~~(CP)~~) secured from ALL Subjects/ Courses registered in a Semester, by the Total Number of Credits registered during that Semester. SGPA is rounded off to TWO Decimal Places. SGPA is thus computed as

$$\text{SGPA} = \left\{ \sum_{i=1}^N C_i G_i \right\} / \left\{ \sum_{i=1}^N C_i \right\} \dots \text{For each Semester,}$$

where ‘i’ is the Subject indicator index (taking into account all Subjects in a Semester), ‘N’ is the no. of Subjects ‘REGISTERED’ for the Semester (as specifically required and listed under the Course Structure of the parent Department), C_i is the no. of Credits allotted to the i^{th} Subject, and G_i represents the Grade Points (GP) corresponding to the Letter Grade awarded for that i^{th} Subject.

9.10 The Cumulative Grade Point Average (CGPA) is a measure of the overall cumulative performance of a student over all Semesters considered for registration. The CGPA is the ratio of the Total Credit Points secured by a student in ALL registered Courses in ALL Semesters, and the Total Number of Credits registered in ALL the Semesters. CGPA is rounded off to TWO Decimal Places. CGPA is thus computed from the I Year Second Semester onwards, at the end of each Semester, as per the formula

$$\text{CGPA} = \left\{ \sum_{i=1}^M C_j G_j \right\} / \left\{ \sum_{i=1}^M C_j \right\} \dots \text{for all S Semesters registered}$$

(ie., upto and inclusive of S Semesters, $S \geq 2$),

where ‘M’ is the TOTAL no. of Subjects (as specifically required and listed under the Course Structure of the parent Department) the Student has ‘REGISTERED’ for from the 1st Semester onwards upto and inclusive of the Semester S (obviously $M > N$), ‘j’ is the Subject indicator index (taking into account all Subjects from 1 to S Semesters), C_j is the no. of Credits allotted to the j^{th} Subject, and G_j represents the Grade Points (GP) corresponding to the Letter Grade awarded for that j^{th} Subject. After registration and completion of I Year I

Semester however, the SGPA of that Semester itself may be taken as the CGPA, as there are no cumulative effects.

Illustration of calculation of SGPA

Course/Subject	Credits	Letter Grade	Grade points	Credit Points
Course 1	4	A	8	4*8 = 32
Course 2	4	O	10	4*10 = 40
Course 3	4	B	6	4*6 = 24
Course 4	3	B	6	3*6 = 18
Course 5	3	A+	9	3*9 = 27
Course 6	3	B	6	3*6 = 18
	21			159

$$SGPA = 159/21 = 7.57$$

Illustration of calculation of CGPA

Semester	Credits	SGPA	Credits * SGPA
Semester I	24	7	24*7 = 168
Semester II	24	6	24*6 = 144
Semester III	24	6.5	24*6.5 = 156
Semester IV	24	6	24*6 = 144
	96		612

$$CGPA = 612/96 = 6.37$$

10.0 Award of Degree and Class

10.1 If a student who registers for all the specified Subjects/ Courses as listed in the Course Structure, satisfies all the Course Requirements, and passes the examinations prescribed in the entire MBA Programme, and secures the required number of **102 Credits** (with CGPA ≥ 6.0), shall be declared to have 'QUALIFIED' for the award of the MBA Degree that he was admitted into.

10.2 Award of Class

After a student has earned the requirements prescribed for the completion of the programme and is eligible for the award of MBA Degree, he shall be placed in one of the following three classes based on the CGPA:

Class Awarded	CGPA
First Class with Distinction	≥ 7.75
First Class	$6.75 \leq CGPA < 7.75$
Second Class	$6.00 \leq CGPA < 6.75$

A student with final CGPA (at the end of the MBA Programme) < 6.00 shall not be eligible for the Award of Degree.

11.0 Withholding of Results

If the student has not paid the dues, if any, to the UNIVERSITY / COLLEGE or if any case of indiscipline is pending against him, the result and degree of the student will be withheld and he will not be allowed into the next semester.

12.0 General

12.1 Credit: A unit by which the course work is measured. It determines the number of hours of instructions required per week. One credit is equivalent to one hour of teaching (lecture or tutorial) or two hours of practical work/field work per week.

12.2 Credit Point: It is the product of grade point and number of credits for a course.

12.3 Wherever the words “he”, “him”, “his”, occur in the regulations, they shall include “she”, “her”.

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

12.5 In case of any doubt or ambiguity in the interpretation of the above rules, the decision of the UNIVERSITY / COLLEGE is final.

12.6 The UNIVERSITY / 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 UNIVERSITY / COLLEGE.

13.0 Transitory Regulations:

A. For students detained due to shortage of attendance:

1. A Student who has been detained in I year of R19 Regulations due to lack of attendance, shall be permitted to join I year I Semester of R22 Regulations and he is required to complete the study of MBA programme within the stipulated period of four academic years from the date of first admission in I Year.
2. A student who has been detained in any semester of II year of R18 regulations for want of attendance, shall be permitted to join the corresponding semester of R22 Regulations and is required to complete the study of MBA within the stipulated period of four academic years from the date of first admission in I Year. The R22 Academic Regulations under which a student has been readmitted shall be applicable to that student from that semester. See rule (B) for further Transitory Regulations.

B. For readmitted students in R22 Regulations:

4. A student who has failed in any subject under any regulation has to pass those subjects in the same regulations.
5. The maximum credits that a student acquires for the award of degree, shall be the sum of the total number of credits secured in all the regulations of his/her study including R22 Regulations. **There is NO exemption of credits in any case.**
6. If a student is readmitted to R22 Regulations and has any subject with 80% of syllabus common with his/her previous regulations, that particular subject in R22 Regulations will be substituted by another subject to be suggested by the UNIVERSITY / COLLEGE.

Note: If a student readmitted to R22 Regulations and has not studied any subjects/topics in his/her earlier regulations of study which is prerequisite for further subjects in R22 Regulations, the College Principals concerned shall conduct remedial classes to cover those subjects/topics for the benefit of the students.

14.0 Student Transfers

14.1 There shall be no branch transfers after the completion of admission process.

14.2 There shall be no transfers from one college/stream to another within the constituent colleges and units of MARRI LAXMAN REDDY INSTITUTE OF TECHNOLOGY & MANAGEMENT Hyderabad until or unless allowed by the constituent University i.e. JNTUH.

- 14.3 The students seeking transfer to colleges affiliated to JNTUH from various other Universities/institutions have to pass the failed subjects which are equivalent to the subjects of JNTUH/MLRITM, and also pass the subjects, which the students have not studied at the earlier institution. Further, though the students have passed some of the subjects at the earlier institutions, if the same subjects are prescribed in different semesters of MLRITM, the students have to study those subjects in MLRITM in spite of the fact that those subjects are repeated.
- 14.4 The transferred students from other Universities/Institutions to MLRITM affiliated colleges who are on rolls are to be provided one chance to write the CBT (for internal marks) in the **equivalent subject(s)** as per the clearance letter issued by the UNIVERSITY / COLLEGE.
- 14.5 The autonomous affiliated colleges have to provide one chance to write the internal examinations in the **equivalent subject(s)** to the students transferred from other universities/institutions to JNTUH Autonomous affiliated colleges who are on rolls, as per the clearance (equivalence) letter issued by the University.

MALPRACTICES RULES
DISCIPLINARY ACTION FOR IMPROPER CONDUCT IN EXAMINATIONS

S.No	Nature of Malpractices/Improper conduct	Punishment
	If the candidate:	
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 to 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.
(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 to 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 College.
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 practical's 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 End 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 External 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 that 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 there of 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 External 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 / COLLEGE for further action to award suitable punishment.	

Malpractices identified by squad or special invigilators

1. Punishments to the candidates as per the above guidelines.
2. Punishment for institutions: (if the squad reports that the college is also involved in encouraging malpractices)
 - (i) A show cause notice shall be issued to the college by constituent Authority JNTUH.
 - (ii) Impose a suitable fine on the college.



**MARRI LAXMAN REDDY
INSTITUTE OF TECHNOLOGY AND MANAGEMENT**

(AN AUTONOMOUS INSTITUTION)

(Approved by AICTE, New Delhi & Affiliated to JNTUH, Hyderabad)

Accredited by NBA and NAAC with 'A' Grade & Recognized Under Section 2(f) & 12(B) of the UGC act, 1956

Applicable From 2022-23 Admitted Batch

Structure Breakup

S.NO	CATEGORY	Breakup of credits (Total 102 Credits)
1	COMMON SUBJECTS	56
2	OPEN ELECTIVES	08
3	PROFESSIONAL ELECTIVES	26
4	LABS	04
5	SEMINARS	02
6	PROJECT SUBMISSION	02
7	PROJECT VIVA	04
TOTAL		102

Department of Management Studies

I YEAR I SEMESTER

S. No.	Course Code	Course Title	Course Area	Hours Per Week			Credits	Scheme of Examination		
				L	T	P		Maximum Marks		
								Internal (CIE)	External (SEE)	Total
1	22MBA001	Management & Industrial Psychology	Core	4	0	0	4	40	60	100
2	22MBA002	Business Economics & Systems	Core	4	0	0	4	40	60	100
3	22MBA003	Financial Accounting and Analysis	Core	4	0	0	4	40	60	100
4	22MBA004	Business Law and Environment	Core	4	0	0	4	40	60	100
5	22MBA005	Research Methodology & Statistical Analysis	Core	4	0	0	4	40	60	100
6	Open Elective – I 22MBA006	6A Indian Ethos and Management Ethics	OE	4	0	0	4	40	60	100
		6B Contemporary Management Practices								
		6C Total Quality Management								
		6D Disaster Management								
7	22MBA007	Annual Report Analysis -Seminar	Seminar	0	0	2	1	100	-	100
8	22MBA008	Business Communication Skills - Lab	Lab	0	0	2	2	40	60	100
Total Credits				23	0	4	27	380	420	800

I YEAR II SEMESTER

S. No.	Course Code	Course Title	Course Area	Hours Per Week			Credits	Scheme of Examination		
				L	T	P		Maximum Marks		
								Internal (CIE)	External (SEE)	Total
1	22MBA009	Human Resource Management	Core	4	0	0	4	40	60	100
2	22MBA010	Marketing Management	Core	4	0	0	4	40	60	100
3	22MBA011	Financial Management	Core	4	0	0	4	40	60	100
4	22MBA012	Quantitative Techniques for Management	Core	4	0	0	4	40	60	100
5	22MBA013	Entrepreneurship and Design Thinking	Core	4	0	0	4	40	60	100
6	Open Elective – II 22MBA014	14A Python	OE	4	0	0	4	40	60	100
		14B Fundamentals of Corporate Social Responsibility								
		14C E-Business								
		14D Management of NGOs								
7	22MBA015	Industry Analysis and Report - Seminar	Seminar	0	0	2	1	100	---	100
8	22MBA016	Statistical Data Analysis & Python-Lab	Lab	0	0	2	2	40	60	100

Department of Management Studies

Total Credits	24	0	4	27	380	420	800
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II YEAR I SEMESTER

S. No.	Course Code	Course Title	Course Area	Hours Per Week			Credits	Scheme of Examination		
				L	T	P		Maximum Marks		Total
								Internal (CIE)	External (SEE)	
1	22MBA017	Supply Chain Management	Core	4	0	0	4	40	60	100
2	22MBA018	Business Analytics	Core	4	0	0	4	40	60	100
3	22MBA019	Project & Operations Management	Core	4	0	0	4	40	60	100
4	22MBA020	MRKG/HRM/FIN/ENTP	PE	4	0	0	4	40	60	100
5	22MBA021	MRKG/HRM/FIN/ENTP	PE	4	0	0	4	40	60	100
6	22MBA022	MRKG/HRM/FIN/ENTP	PE	4	0	0	4	40	60	100
7	22MBA023	Summer Internship - Seminar	Seminar	0	0	2	2	100	-	100
Total Credits				24	0	2	26	340	360	700

II YEAR II SEMESTER

S. No.	Course Code	Course Title	Course Area	Hours Per Week			Credits	Scheme of Examination		
				L	T	P		Maximum Marks		Total
								Internal (CIE)	External (SEE)	
1	22MBA024	Strategic Management	Core	4	0	0	4	40	60	100
2	22MBA025	MRKG/HRM/FIN/ENTP	PE	4	0	0	4	40	60	100
3	22MBA026	MRKG/HRM/FIN/ENTP	PE	4	0	0	4	40	60	100
4	22MBA027	MRKG/HRM/FIN/ENTP	PE	4	0	0	4	40	60	100
5	22MBA028	Pre submission of project work - Seminar	Seminar	0	0	2	2	100	-	100
6	22MBA029	Main Project and Viva Voce	---	0	0	4	4	40	60	100
Total Credits				16	0	6	22	300	300	600

SEMESTER-I

OPEN ELECTIVE-I

Choose any one subject from the following

Course Code	Course Title
22MBA006A	Indian Ethos and Management Ethics
22MBA006B	Contemporary Management Practices
22MBA006C	Total Quality Management
22MBA006D	Disaster Management

SEMESTER-I

OPEN ELECTIVE-II

Choose any one subject from the following

Course Code	Course Title
22MBA014A	Python
22MBA014B	Fundamentals of Corporate Social Responsibility
22MBA014C	E-Business
22MBA014D	Management of NGOs

SEMESTER-III

PROFESSIONAL ELECTIVES

Choose any one group of specialization for each semester from the following

PROFESSIONAL ELECTIVE-1	
22MBA020M	Digital Marketing
22MBA020F	Security Analysis and Portfolio Management
22MBA020H	Performance Management & Employee Development
22MBA020E	Start up Management
PROFESSIONAL ELECTIVE-2	
22MBA021M	Practical Approaches to Services Marketing
22MBA021F	Financial Institutions, Markets and Services
22MBA021H	Compensation and Reward Management
22MBA021E	MSME Management
PROFESSIONAL ELECTIVE-3	
22MBA022M	Consumer Behavior
22MBA022F	Strategic Management Accounting
22MBA022H	Employee Relations
22MBA022E	Family Business Management

SEMESTER-IV

PROFESSIONAL ELECTIVES

PROFESSIONAL ELECTIVE-4	
22MBA025M	International Marketing
22MBA025F	International Financial Management
22MBA025H	International Human Resource Management
22MBA025E	Entrepreneurial Finance
PROFESSIONAL ELECTIVE-5	
22MBA026M	Customer Relationship Management
22MBA026F	Financial Derivatives and Risk Management
22MBA026H	Leadership and Change Management
22MBA026E	Entrepreneurial Marketing
PROFESSIONAL ELECTIVE-6	
22MBA027M	Marketing Analytics
22MBA027F	Financial Analytics
22MBA027H	HR Analytics
22MBA027E	Creativity Innovation and Entrepreneurship