MBA Program

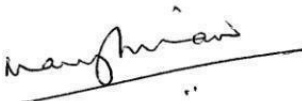## Regulations **2024**

As approved by

26th Board of Studies (19.08.2024)

&

27rh Academic Council Meeting (24.08.2024)

BOS Chairman Signature	
	Dr.Mary Cherian

BOS Chairman Signature

CONTENTS

PREAMBLE

Vision & Mission of KCT Business School

Vision:
To be a school of excellence by creating a transformative educational experience in order to shape future leaders

Mission:
Education focused on disciplinary knowledge, problem-solving, leadership, interpersonal skills, and wellbeing. Developing managers with professionalism and ethics.

Values

- ❖ **Be the Solution:** Bring in new ideas and solutions that push our thinking into new territory.
- ❖ **Champion Change:** Identify and implement external best practices, new ideas and plans that will prepare our organization for the future.
- ❖ **Agility:** Successfully lead organizations in a world that's increasingly complex and uncertain.
- ❖ **Trust:** Earn credibility and trust, influencing employees, members, and other stakeholders to support the organization

MBA Program – PEOs and PLOs

The curriculum for the MBA program for 2021 batch was designed with several discussions with industry professionals, academic experts, entrepreneurs, alumni and students.
The curriculum was also developed and designed based on the Program Learning Outcomes and Program Educational Objectives which were developed through a series of discussions held with industry professionals,
academic experts, entrepreneurs, alumni and students.

Program Educational Objectives

Within a few years of obtaining a master's degree in business administration from KCT Business School, the recent graduate shall.

PEO1: Demonstrate managerial abilities to improve business performance by driving client centric culture in the organization.
 PEO2: Exhibit high level of competencies required to manage multiple business sectors across the globe.
PEO3: Demonstrate ability to implement best Environmental social governance practices as a true leader by maintaining social values and Business ethics.
PEO4: Exhibit entrepreneurial and lifelong learning qualities for achieving high performance and continuous success in business.

Program Learning Outcomes

On completion of Master's degree in Business Administration from KCT Business School, the student will be able to

PLO1: Demonstrate managerial competencies to overcome critical business challenges.

PLO2: Apply conceptual, analytical, critical thinking, research and technological skills for effective decision making with a global perspective

PLO3: Exhibit appropriate leadership skills to work with multidisciplinary team for the achievement of organization goal.

PLO4: Demonstrate appropriate professionalism, Inclusiveness, ethical behavior and sustainability for an assigned situation

PLO5: Develop entrepreneurial and design thinking for business and socio-economic development

Based on KCT Business School Vision and Mission, along with MBA Program Educational Objectives and Program Learning Outcomes, the structure and curriculum were designed to align to the Choice Based Credit system (CBCS) suggested by UGC. The faculty team was formed into working groups based on functional areas/ specializations.

New structures, ideas and courses were presented to the Curriculum Redesign Steering Committee and discussed at length with each Centre. The academic Model of the MBA program was designed as given below:

The program structure has a Semester system which was designed based on the UGC's suggestion of CBCS and the courses were determined based on distribution of credits among the various types of courses vis-à-vis total credits. Several discussions were held to seek suggestions from stakeholders during January – May 2024

Nomenclature

- **University:** University means the affiliating University, Anna University, Chennai, which will award the MBA degree.

- **Institution:** Institution means Kumaraguru College of Technology, Coimbatore, an autonomous institution affiliated to Anna University, Chennai. Head of the Institution means the Principal of the College who is responsible for all academic activities and for the implementation of relevant rules of this regulation.

- **Academic Year**: Two consecutive (one odd + one even) semesters constitute one academic year.

- **Semester**: Each semester will consist of 90 working days. The Odd Semester may be scheduled from July to December and Even Semester from January to June.

- **Choice Based Credit System (CBCS):** The CBCS provides choice for students to select from the prescribed bouquet of courses offered by the Program. The requirement for awarding a degree or diploma or certificate is prescribed in terms of the number of credits to be completed by the students.

- **Program**: Educational program leading to award of MBA Degree.

BOS Chairman Signature

- **Course**: Usually referred to as 'subject' is a component of a program. All courses need not carry the same weight. The courses define learning objectives, contents, and course learning outcomes.

- **Credit Hours:** The number of credit hours assigned to a course quantitatively reflects the outcomes expected, the mode of instruction, the amount of time spent in class, and the amount of outside preparatory work expected for the class. It determines the number of hours of instruction required per week.

- **Competencies:** Holistic Knowledge, skill set and Behaviour level abilities that the student acquire on the completion of master's degree in business administration

- **Performance Indicators:** Concrete actions that the student is able to perform on the completion of Master's degree in Business Administration.

- **Examinations/ Assessments**

  ▶ **Continuous Assessment Marks (CAM):** The formative assessments are the Continuous Assessment Marks (CAM) which assesses the students' learning during study. This includes Continuous Assessment Tests (CAT) which may be paper/pencil based, computer based, report submission and viva voce. The other forms of assessments can be quizzes, problem solving, cases, reports, presentations, simulations etc.

  ▶ **End Semester Exam (ESM)**: ESM, which is the Summative Assessment occurs at the end of end of the semester and assess whether students have achieved the intended learning outcomes. The forms of exams may be paper/pencil based, computer based or through project report & viva voce. In some courses it may be through presentations and other oral assessment methods.

- **Course Learning Outcomes**: Articulate what a student does that demonstrates progress towards learning goals.

- **Grade**: It is the product of grade points and the number of credits for a course.

1. MBA Program Structure

1.1 Duration and structure of the Program

The KCT.BS MBA is a full-time two-year, four semesters, program. The program can be completed in a minimum of 4 semesters and a maximum of 8 semesters.

Semester 1	Preparatory(B)
	Core (M)
Semester II	Core (M)
	Functional Core (EM)
	Minor Elective (E)
Semester III	Core (M)
	Functional Optional (EO)
	Minor Elective (E)
	Project (J)

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Semester IV	Core (M)
	Functional Optional (EO)
	General Interest (O)
	Project (J)

1.2 Curriculum

The KCT.BS MBA curriculum takes the student through an intellectual 'journey' - a series of experiences that will result in them learning what is intended for them. The curriculum is designed to be inclusive and flexible to cater to the diverse needs of the students. The curriculum has also been developed to be contextually relevant and is up to date, relevant, interesting, and stimulating for students.

1.3 Syllabus

A course syllabus is a document that explains what a student is going to study in that course. Each course will have a course code, course title, course prerequisites (if any), course objectives, Course learning outcome, short and detailed description of the topics the student will be exposed with time stamps, suggested text and reference books, and the mode of assessment adopted, details on the list of competencies that the students acquire through the course and the name of the faculty who designed the course. Course content developed by the course faculty has been validated by a Course Committee consisting of faculty members who have taught/ are teaching the course and industry mentors. This has been approved by the Board of Studies.

2. Choice Based Credit System

Choice Based Credit System (CBCS) provides choice for students to select from the prescribed courses and Open Electives. The CBCS provides flexibility in designing curriculum and assigning credits based on the course content and hours of teaching. It offers a 'cafeteria' approach in which the students can take courses of their choice, learn at their own pace, undergo additional courses, and acquire more than the required credits, and adopt an interdisciplinary approach to learning.

2.1 Classification of Credit Hours

Under the CBCS of UGC guidelines, the requirement for awarding a degree is prescribed in terms of the number of credits to be completed by the students. Credit is a unit by which the course work is measured. It determines the number of hours of instruction required per week. One Credit Unit will be equivalent to 10-12 hours of Classroom Teaching (Lecture-Tutorial) and 20-24 hrs. of Lab practical's and 20-24 hrs. of (Self work -Field work) and 50-60 hrs. of Project work.

S.No	Course Delivery	One Credit Unit
1	Lecture (L)	10-12 Hours
2	Tutorial (T)	10-12 Hours
3	Practical (P)	20-24 Hours
4	Self-Work (SW)/ Field Work (FW)	20-24 Hours
5	Project Hours (J)	50-60 Hours

2.1.1 Lecture Credit Hours:

The term 'lecture' covers everything from the traditional model, where a faculty introduces concepts and methods to a group of students, to approaches that might be much more interactive. Application based learning including Individual / Group presentations, interview skills, case study analysis, aptitude building, group discussions, soft skill sessions, games, activities, also can be integrated with the lecture hours. Further, it could also make use of a range of media and technologies for facilitating the teaching and learning process. Lectures are assumed, in general, to involve larger groups, but size will vary depending upon the nature of what is being taught, the medium, the size of the overall student cohort, and practical concerns.

2.1.2 Practice Credit Hours:

All courses that include computer lab hours for hands-on experience with various analytical tools, as well as practical, experiential activities and exercises aimed at improving behavioral abilities, are included in practical credit hours.

2.1.3 Project Credit Hours:

Project hours would typically include preparation/ planning, hours spent in the field or on actual project, meetings & discussions with a supervisor / academic guide and preparation of report and presentation report.

2.1.4 Tutorial credit Hours:

Course related discussions held with either individual or small group of students by the faculty will be included in the tutorial credit hours. Providing remedial teaching to improve the understanding level and other academic
abilities are the basic objective of tutorial session. Discussions on the course content, course activities and assessment will be included in the tutorial credit hours.

2.1.5 Field work Credit Hours

Individual / group studies executed by the students in the field to gain practical experience and knowledge through observation / survey / interview will be included in field work credit hours. The examples of fieldwork might include survey work, interview and other forms of data collection, visits to a business or industrial site. The work might be unsupervised or supervised, and supervision could be provided by faculty. Some fieldwork may be conducted virtually. Fieldwork might be conducted in groups of various sizes, or by individuals, depending on the nature of the work involved.

2.1.6 Self-work Credit Hours:

Students learn and practice on the topics assigned by the course faculty by their own efforts outside the classroom and without direct supervision.

2.2 Minimum Credits to be Earned.

The total number of credits a student earns during the four semesters of study period is called the total credits. A student must earn a minimum of 93 credits for successful completion of the MBA program. Further, the student must meet the course and credit distribution also as specified in clause 2.4. Credit flexibility is given in each semester for fast and slow learners, the students need to apply beforehand and this needs to be approved by the department.

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2.3 Earning Extra Credits

Extra credits can be earned during any semester out of the courses offered. "Extra" courses are ones that do not count for degree credit. Such courses appear on a student's permanent academic record with the final course mark, and are noted as "EXT", but do not count as accumulated degree credits and are not included in calculating a student's Grade Point Average. Extra Credits may also be earned through the courses offered through the Flexible and Comprehensive Learning Framework (FCLF) offered by KCT.

2.4 Types of Courses & Credit Distribution

Several types of courses are offered during the MBA program to build a holistic knowledge and skill set.

No	Type	Description	Mini Credits
1.	Preparatory courses (B)	Preparatory courses provide foundational knowledge and skills necessary for advanced studies. They are non-credit courses, designed to ensure students are well-prepared for their core curriculum. Typically taken before starting advanced coursework, they are periodically approved by the department.	-
2.	Core (M)	Mandatory courses which are based on a central theme that focus on providing knowledge and analytical ability to understand the concepts of management.	56
3.	Functional Core (EM)	Elective courses that are considered mandatory for a student who desires to obtain a major specialization in a particular functional area	9
4.	Functional Optional (EO)	Elective courses which are offered in functional areas other than the functional core subjects notified. Students can opt for such courses using CBCS scheme.	9
5.	Minor Electives (E)	Elective Courses that are offered other than the functional core courses as notified in the curriculum. Such courses can be opted by the students additionally from their major specialization / from other exclusive functional areas (to earn a minor specialization) /across functional areas to gain up to 10 credits under CBCS scheme	6
6.	Project (J)	Project work is a special course that aims in improving student's ability to identify, analyze, research, and propose a solution to a real problem of significance in business organization.	11
7.	General Interest (O)	General Interest courses allow students to choose from a wide range of subjects outside their core curriculum. They provide flexibility to explore personal interests or gain additional knowledge in various fields. These courses enhance the educational experience by encouraging interdisciplinary learning.	2
8.	Value added Courses (V)	Online and other equivalent courses approved by the department from time to time which support overall program learning outcomes but do not carry any credit.	-

BOS Chairman Signature

Total	93

9.	Extra Credit courses (R)	Courses opted by the students beyond the threshold limit of the total credit required (>93) that are included in the grade sheet but excluded from aggregation of CGPA. Such courses appear on a student's permanent academic record with the final course mark, and are noted as "EXT.	No Limit

2.5 Credit Transfers

In general, it is KCT's policy to accept credits earned from recognized Universities, which are equivalent to the courses offered through specific programs of KCT.

Students can transfer credits from National or International Universities/ Industry/ Professional Bodies with the approval of Department, (KCT International office in case of Partner) and COE and transfer the credits for courses or field experiences.

2.5.1 Types of Credit Transfers

2.5.1.1 Direct Credit Transfer (DCT). Credits earned from the National or International Universities/ Industry/ Professional Bodies will be transferred to the student after the equivalency process (no. of hours and course syllabi) is carried out by the appropriate committee. Students will be granted exemptions for registering in the equivalent course in their program at KCT because of having completed the same course (s) with another approved Institution. The course will be mapped with the course offered in the Department if, 80% of the contents are deemed to be common between courses subject, that the student submits the syllabus transcript of the completed learning hours.

2.5.1.2 Transfer of Learning Hours (LTH). When courses are taken from an approved National or International Universities/ Industry/ Professional Bodies but are not credited by the course offering body, the assessment will be carried out in KCT as per the assessment norms of the course/s. The Learning hours will be transferred, and the course shall be mapped with the equivalent course (no. of hours and course content) offered in specific program at KCT. Learning hours will be transferred to specific courses if there is 80% of common contents between courses. Students should submit the syllabus transcript of the completed learning hours.

2.5.1.3 International Summer School. A student may opt for the International Summer Program in Business and Entrepreneurship/ related domains for not less than 2 weeks and gain 1 extra credit upon submission of a report.

2.5.2 Norms for Credit Transfer
- Credits can be earned through National or International Universities/ Industry/ Professional Bodies with prior approvals of the Department.
- University Level Courses (ULC) equivalent to the courses in KCT are permitted for credit transfer.
- ULC should match courses in specific Programmes of KCT satisfying AICTE/ AU norms.
- A maximum of 8 credits can be earned from International / National recognized Universities / Industry/

- Professional Bodies, and the same can be transferred after normalizing process decided by Department committee.
- Credits for courses which have already been earned at KCT cannot be transferred.

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2. 5.3 International Credit Transfer

2.5.3.1 Eligibility: The eligibility criteria to apply for International Exchange programs will be as per the norms of the partner/ host University

2.5.3.2. Procedure for applying International Exchange Programs

2.5.3.2.1 Programs offered by partner Universities will be communicated to students by the KCT International Office through the department. Beyond the list of approved courses, based on interests and requirements, students can place a request to the department head who will decide on the approval.

2.5.3.2.2 A student who is interested in credit transfer will register with the department for specific courses and approvals of class advisor, the department head, KCT International Office and the Principal need to be obtained.

2.5.3.2.3 Department/ Program Head shall communicate the details (student name & no, trade-off KCT course and the details of the course) that will be pursued with the International University to the COE through the KCT International office

2.5.3.2.4 Applicants for credit transfer must complete the credit transfer application form, attach a copy of the qualification, statement of results (academic transcript) or statement of attainment and submit the application to the Department/ Program Head

2.5.3.2.5 The Department/ Program Head will audit the qualifications, statement of results (academic transcript) or statement of attainment and grant credit transfers for equivalent courses that have been completed at another approved Institution. Verified copies of qualifications, statement of results (academic transcript) and statements of attainment used as the basis for granting credit transfer must be placed in the student file.

2.5.3.2.6 The completed credit transfer record must be signed by the student and the Department / Program Head and submitted to the Controller of Examination who will transfer the approved credits and grades.

3. Registration for Courses

3.1 Registration Process

It is mandatory for all students to register every semester till the end of his/her study, for courses that he/she is going to study in the semester through a Course Registration process. The Course Registration will be carried out on a specific day as declared by the Department in advance. For valid reasons, late registration for a maximum of seven calendar days from the commencement of the semester may be permitted only with the approval of the Department Head. However, a student shall not be allowed to register for courses in a semester, if the semester has already advanced beyond 20% of instructional days or seven days whichever is higher. Generally, students will be offered more courses than a normal student is expected to take. The list of courses offered by will be announced prior to the registration. Depending on academic and nonacademic resources available, courses offered may vary each year. A course will be offered with contact classes if there are a minimum of 15 registered students.

BOS Chairman Signature

3.2 Pre-requisite Courses

Some courses may have specific prerequisites to be met before a student can register for the course in the current semester. Generally, the student is expected to have cleared all the prerequisite courses at the time of Course Registration. Students who have received an 'RA' grade in a prerequisite course are also permitted to register for the next level course as they would have attained the required 'exposure' learning experience by attending that course.

3.3 Audit Courses

Auditing a course allows a student to take a class to acquire knowledge without the benefit of a grade or credit for a course. Audited courses do not count toward completing degree requirements. Students interested in auditing the course must register for the courses and get the approval from the faculty. They must attend classes regularly, complete assigned reading, and participate in discussion and they are expected to secure at least 50% of the score in CAM. but they are exempted from appearing for End semester examinations. Audit courses will be included in the transcript with an indication, however, will not be included in CGPA

3.4 Extra Credits

Courses taken by students beyond the total credit requirement (>93) will be listed on the grade sheet but excluded from CGPA calculations. Additionally, credits may be awarded for notable achievements such as winning hackathons or publishing articles in journals indexed by Scopus, WoS, ABDC, or UGC, with the decision to award such credits made by the department committee. These credits, like the additional courses, will not be considered in CGPA assessment and will appear on the student's permanent academic record, noted as 'EXT.'

4. Attendance and Engagement

4.1 Attendance Expectations - Students are expected to demonstrate effective engagement with the course throughout their studies. All students are expected to show patterns of attendance consistent with full engagement with a full-time course of study. This forms part of the contract between the student and KCT, and students should ensure that they are familiar with all course expectations.

4.1.1 A student is expected to obtain 100% attendance in all courses. In case a student may need leave of absence due to ill health or to attend some family emergency, he/she is permitted to maintain an attendance of 75% (i.e., absent for 25% of instructional hours) in each course. This 25% includes medical, personal, casual, and official on duty leave, leave of absence (OD) for organizing events / seminars / workshops / competitions / participation in co-curricular / extracurricular events and any other valid reasons.

Attendance Eligibility to appear for End Semester Examination (ESE) for Regular semester

Test/Examination Type	Period of calculation	Minimum percentage of attendance required
End Semester Examination	From the date of commencement of the course to the last day of instruction.	
Continuous Evaluation Courses	From the date of commencement of the course to the last day of instruction.	75%

4.1.2 Apart from 25% margin in attendance, an additional 10% relaxation in attendance shall be provided only for students who secure attendance greater than or equal to 65% and less than 75% in any of the courses offered in the current semester due to prolonged hospitalization / accident / specific illness) / Participation in Sports events (National/ International). In such cases, the student should have submitted the required documents before availing the leave, through his/her Mentor, to the Department Committee for approval to avail exemption from the prescribed attendance requirement. The decision of the Department Committee is final.

4.1.3.a. Students who secure less than 65% of attendance in 3/4/6 credit course shall not be permitted to write the End Semester examination of the specific course. They are required to register for the course again when it is offered.

4.1.3.b Students who secure less than 65% of attendance in 2 or 1 credit course shall not be permitted to participate in the Continuous Assessment components of the specific course. They are required to register for the course again when it is offered.

4.1.4 If a student has a lack of attendance in 4 or more courses including 1,2,3 and 4 credits, offered in a particular semester, he/she will be detained in that semester and hence cannot proceed to the next semester. He/she shall seek re-admission as per the norms of the affiliating University.

4.1.5 The days of suspension of a student on disciplinary grounds will be considered as days of absence for calculating the percentage of attendance for each individual course.

4.1.6 If a student has been unable to attend a test on account of illness/ any other reason, he/she will not be permitted to re- take the test but must improve his performance in CAM through the other assessments.

4.2. Temporary Break of Study from a Program

4.2.1 If a student intends to temporarily discontinue the program in the middle of the semester / year for valid reasons (such as accident or hospitalization due to prolonged ill health) and wish to rejoin the program in the next year, he / she shall apply in advance to the Principal through the Head of the Department stating the reasons. The application shall be submitted not later than the last date for registering for the semester examinations in that concerned semester. Break of study is permitted only once during the entire period of the degree program.

4.2.2 The student permitted to rejoin the program after the break shall be governed by the rules and regulations in force at the time of rejoining.

4.2.3 The duration specified for passing all the courses for the purpose of classification of degree shall be increased by the period of such break of study permitted.

4.2.4 If any student is detained for want of requisite attendance, progress and good conduct, the period spent in that semester shall not be considered as permitted Break of Study.

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5. Assessments and Examination

5.1 Assessment Weightages

The program follows semester system, and the learning will be assessed continuously (formative) / and End of Semester (Summative) assessment.

Credits	Continuous Assessment					End Semester		
	Format	Course	Weightage	Duration		Format	Weightage	Duration
4/3 Credits	CAM (written/ computer based), and other course-based assessments as indicated in course plan	Theory	40	2 Hours		Written/ Computer based Exam or Project Report & Viva Voce *(as applicable and approved from time to time)*	60	3 Hours
		Project / Practical	60				40	
		Embedded	50				50	
2/1 Credits	Decided by course committee and indicated in course plan	Theory/ Practical's /Embedded	50			No End Semester Examination required	-	NA

5.2 Procedure for Awarding Marks for Internal Assessment

For all the theory courses, laboratory courses, theory courses with laboratory component and project work the continuous assessment shall be awarded as per the procedure given below:

5.2.1 Theory Courses

Two assessments each carrying 100 marks shall be conducted during the semester by the Department / College concerned. The total marks obtained in all assessments put together out of 200, shall be proportionately reduced for 40 marks and rounded to the nearest integer (This also implies equal weightage to the two assessments).

Assessment I (100 Marks)		Assessment II (100 Marks)		Total
Individual Assignment / Case Study / Seminar / Mini Project	Written Test	Individual Assignment / Case Study / Seminar / Mini Project	Written Test	Internal Assessment
40	60	40	60	200
The weighted average shall be converted into 40 marks for internal Assessment.				

A minimum of two internal assessments will be conducted as a part of continuous assessment. Each internal assessment is to be conducted for 100 marks and will have to be distributed in two parts. Part 1 comprises assessments which may include Individual Assignment/Case study/Seminar/Mini project. Course facilitator can decide the assessment method based on the nature of the subject. Part II Comprises a written test.

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The weightage given for Part I and Part II is 40% and 60% respectively. The tests shall be in written mode. The total internal assessment marks of 200 shall be converted into a maximum of 40 marks and rounded to the nearest integer.

5.2.2 Practical's / Project Courses

The maximum marks for Internal Assessment shall be 60 marks for practical courses & project based courses. Every assessment activity shall be evaluated based on the conduct of prescribed exercise/ assignments and projects. There shall be at least one test. The criteria for arriving at the Internal Assessment marks of 60 is as follows: 75 marks shall be awarded for successful completion of all the prescribed exercises/assessment activities done and 25 marks for the test. The total mark shall be converted into a maximum of 60 marks and rounded to the nearest integer.

Internal Assessment (100 Marks) *	
Evaluation of Practical / project-based assignments	Written Test
75	25
Internal assessment marks shall be converted into 60 marks	

5.2.3 Theory Courses with Practical / Project Component

If there is a theory course with Practical's component, there shall be two assessments: the first assessment (maximum mark is 100) will be like assessment of theory course and the second assessment (maximum mark is 100) will be like assessment of Practical course respectively. The weightage of the first assessment shall be 40 % and the second assessment be 60%. The weighted average of these two assessments shall be converted into 50 marks and rounded to the nearest integer.

Assessment I (40% weightage) (Theory Component)		Assessment II (60% weightage) (Laboratory/ Project based Component)		Total Internal Assessment
Individual Assignment / Case Study / Seminar	Written Test	Evaluation of Practical / Project-based assignments	Written Test	
40	60	40	60	200
The weighted average shall be converted into 50 marks for internal Assessment.				

5.3 Requirements for Appearing for End Semester Examination

A Student who has fulfilled the following requirements will be eligible to appear for End Semester Exam.
5.3.1 Attendance requirements as per Clause Nos.4.1.
5.3.2 Registration for all eligible courses in the current semester and arrear examination (wherever applicable). Students who do not register will not be permitted to proceed to the subsequent semester.

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5.4 Provision for Withdrawal from End Semester Examination

5.4.1 A student may, for valid reasons (medically unfit / unexpected family situations/sports representing at state / National level), be granted permission to withdraw (after registering for the examinations) from appearing for any course or courses in the End Semester Examination of a particular semester. This facility can be availed only once during the entire duration of the degree program.

5.4.2 Withdrawal from ESE will be valid only if the student is, otherwise, eligible to write the examination and the application for withdrawal is made prior to the examination in the course or courses concerned. The application for withdrawal should be recommended by the Head of the Department concerned and approved by the head of the institution.

5.5. Embedded course

An embedded course is a combination of theory components with the other component – viz Practical's, Project (P, J). The type of Embedded course is as follows

1. Embedded Theory, Lab and Project
2. Embedded Theory and Lab
3. Embedded Theory and Project
4. Embedded Lab and Project

5.6 Passing Minimum

5.6.1 There is no minimum CAM requirement in a course

5.6.2 A student who secures not less than 50% of total marks prescribed for the course [Internal Assessment + End semester University Examinations] with a minimum of 45% of the marks prescribed for the end-semester University Examination, shall be declared to have passed the course and acquired the relevant number of credits.

5.6.3 This is applicable for both theory and laboratory courses (including project work) and embedded courses.

5.6.4 If a student fails to secure a pass in a theory course / laboratory course, the student shall register and appear only for the end semester examination in the subsequent semester.

5.6.5 In such case, the internal assessment marks obtained by the student in the first appearance shall be retained and considered valid for all subsequent attempts till the student secures a pass.

5.6.6 However, from the third attempt (which includes regular and two attempts as arrear) onwards if a student fails to obtain pass marks (IA + End Semester Examination), then the student shall be declared to have passed the examination if he/she secures a minimum of 50% marks prescribed for the University end semester examinations alone

5.6.7 In case if the student has failed to secure minimum required pass mark as specified above has to reappear for the exams conducted by the controller of examination in the subsequent semester.

5.6.8 The student could appear for special arrear exam as per the directions given by Anna University., in case if the student failed to secure pass marks in any course within the maximum period of four years (from the commencement of MBA program)

5.7 Malpractice

Students are prohibited from entering the examination halls or Computer lab with any book or portion of book, manuscript or any unauthorized written / printed/ electronic content and communicating with or

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copying from each other or communicating with anyone outside the exam hall or computer lab are also considered to be an offense. Electronic gadgets, programmable calculators and mobile phones shall not be permitted inside the exam hall or computer lab. However, any required code books and data sheet / books as specified in the question paper will be provided inside the exam hall/ computer lab if found necessary and approved by the office of the controller of examination. The students are thus warned that any form of malpractice shall be dealt seriously. The penalty for students involved in such activities may include debarring / cancelling the examination registered by the student in that semester and or award of zero marks to all registered courses of that semester. Severe violations would attract stringent actions. Disciplinary action will be taken against the students by the college authorities after conducting enquiries.

5.8. Grievance Redressal in Evaluation

Students who are not satisfied with the grades awarded can seek redressal by the methods given below. These are applicable only for theory courses in regular and arrear end semester examinations. All applications should be submitted to COE along with the payment of the prescribed fee.

S.No.	Redressal Sought	Process	
		Regular Exam	**Arrear exam**
1	Re - totaling	Apply for Photocopy of answer book / Then apply for the totaling (within 5 days of declaration of results)	Apply for Photocopy of answer book / Then apply for the totaling
2	Revaluation	Apply for Photocopy of answer book / Then apply for revaluation after course expert recommendation (within 5 days of declaration of results)	Not Permitted
3	Challenge of Evaluation	Apply for Photocopy of answer book / Then apply for revaluation after course expert recommendation / Next apply for the challenge of Evaluation (within 3 days of publication of revaluation of results)	Apply for Photocopy of answer book / Then apply for challenge of Evaluation after course expert recommendation

5.8.1 Challenge of Evaluation

a) A student may make an appeal to the COE for the review of answer scripts after paying the prescribed fee.
b) COE will issue the photocopy of the answer script to the student.
c) The course faculty, who have not done the assessment will evaluate the script and HOD will recommend.
d) A Committee consisting of 2 experts appointed by COE will review and declare the result.
f) If the result is in favor of the student, the fee collected will be refunded to the student.
h) The final mark will be announced by COE.

BOS Chairman Signature

5.9 Classification of Performance
5.9.1 Award of Letter Grades

5.9.1.1 The award of letter grades will be decided based on relative grading principle. The relative grading is applicable to ONLY those students who have passed the examination as per the passing requirements enumerated above.

5.9.1.2 For those students who have not passed the examination, Reappearance (RA) shall be awarded as shown in the below Table.

5.9.1.3 For those students who have passed the course, the relative grading shall be done.

5.9.1.4 The marks of those students who have passed only shall be input in the software developed for relative grading. The evolved relative grading method normalizes the results data using the BOX-COX transformation method and computes the grade range for each course separately and awards the grade to each student.

5.9.1.5 For a given course, if the students' strength is greater than 30, the relative grading method shall be adopted. However, if the students' strength is less than 30 then the fixed grading shall be followed with the grade range as specified below.

O	A+	A	B+	B	C	RA
91-100	81-90	71-80	61-70	56-60	50-55	<50

5.9.1.6 The performance of a student shall be reported using letter grades, each carrying certain points as detailed below:

Letter Grade	Grade Points
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+(Good)	7
B (Average)	6
C (Satisfactory)	5
U (Re-appearance)	0
SA (Shortage of Attendance)	0
W (Withdrawal)	0

5.9.1.7 A student is deemed to have passed and acquired the corresponding credits in a particular course if he/she obtains any one of the following grades: "O", "A+", "A", "B+", "B", "C". 'SA' denotes shortage of attendance and hence prevented from writing the end semester examinations. 'SA' will appear only in the result sheet.

5.9.1.8 "RA" denotes that the student has failed to pass that course. "W" denotes withdrawal from the exam for the course. The grades RA and W will figure both in the Grade Sheet as well as in the Result Sheet. In both cases, the student must appear for the End Semester Examinations.

5.9.1.9 If the grade "RA" is given to Theory Courses/ Laboratory Courses, it is not required to satisfy the attendance requirements but the student must appear for the end semester examination and fulfil the passing requirements to earn a pass in the respective courses.

5.9.1.10 If the grade "RA" is given to Two or One credit course, which are evaluated only through internal assessment, the student shall register for the course again in the subsequent semester, fulfilling the passing requirements to earn a pass in the course. However, attendance requirements

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need not be satisfied.

5.9.2 Classification of the Degree Awarded

A student shall be declared to be eligible for the award of MBA Degree provided the student has successfully completed the course requirements and has passed all the prescribed examinations in all the four semesters within a maximum period of 4 years reckoned from the commencement of the first semester to which the candidate was admitted

5.9.2.1 First Class with Distinction

A student who satisfies the following conditions shall be declared to have passed the examination in First class with Distinction:

• Should have passed the examination in all the courses of all the four semesters in the student's First Appearance within three years, which includes authorized break of study of one year (if availed).

• Withdrawal from examination will not be considered as an appearance.

• Should have secured a CGPA of not less than 8.50.

• Should NOT have been prevented from writing end semester examination due to lack of attendance in any semester.

5.9.2.2 FIRST CLASS:

A student who satisfies the following conditions shall be declared to have passed the examination in First class:

• Should have passed the examination in all the courses of all four semesters within three years, which includes one year of authorized break of study (if availed) or prevention from writing the End Semester Examination due to lack of attendance (if applicable).

• Should have secured a CGPA of not less than 6.50.

5.9.2.3 SECOND CLASS:

• All other students (not covered in clause 5.9.2.2.1 and 5.9.2.2) who qualify for the award of the degree shall be declared to have passed the examination in Second Class.

The award of Degree will be approved by the Academic Council of the Institution. The degree will be issued by Anna University, Chennai. The consolidated Grade Sheet will be issued by the Institution.

5.9.3 Semester Grade Point Average (SGPA)

On completion of a semester, each student is assigned a Semester Grade Point Average which is computed as below for all courses registered by the student during that semester.

Semester Grade Point Average = $\sum (C_i \times GP_i) / \sum C_i$

Where C_i is the credit for a course in that semester and GP_i is the Grade Point earned by the student for that course. The SGPA is rounded off to two decimals.

5.9.4 Cumulative Grade Point Average (CGPA)

The overall performance of a student at any stage of the Degree program is evaluated by the Cumulative Grade Point Average (CGPA) up to that point of time.

Cumulative Grade Point Average = $\sum (C_i \times Gp_i) / \sum CI$

Where C_i is the credit for a course in any semester and Gp_i is the grade point earned by the student for that course. The CGPA is rounded off to two decimals.

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5.9.5 Issue of Grade Sheet

- Separate grade sheet for each semester will be given to the students by the COE after the publication of the results.
- After the completion of the program a consolidated grade sheet will be issued to the student.

The award of Degree will be approved by the Academic Council of the Institution. The degree will be issued by Anna University, Chennai. The consolidated Grade Sheet will be issued by the Institution.

Program Structure

S.No	List of Core Courses
1.	Design Thinking and Innovation Lab
2.	Business Law
3.	Digital Transformation
4.	Leadership Lab I
5.	Managerial Economics
6.	Accounting for Management
7.	Human Resource Management
8.	Financial Management
9.	Marketing Management
10.	Operations Management
11.	Communication Lab
12.	Data Analysis I
13.	Organizational Behavior
14.	Business Research Methods
15.	Business Analytics
16.	Capstone Simulation
17.	Strategic Management
18.	Sustainable Development
19.	Internship
20.	Global – National Immersion Program
21.	Data Analysis II
22.	Research Project
23.	Capstone project
24.	Business Ethics
25.	International Business Management
26.	Leadership lab II
27.	Social Immersion project
28.	Click and Brick store*
29.	General Interest course

*

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LIST OF ELECTIVE COURSES

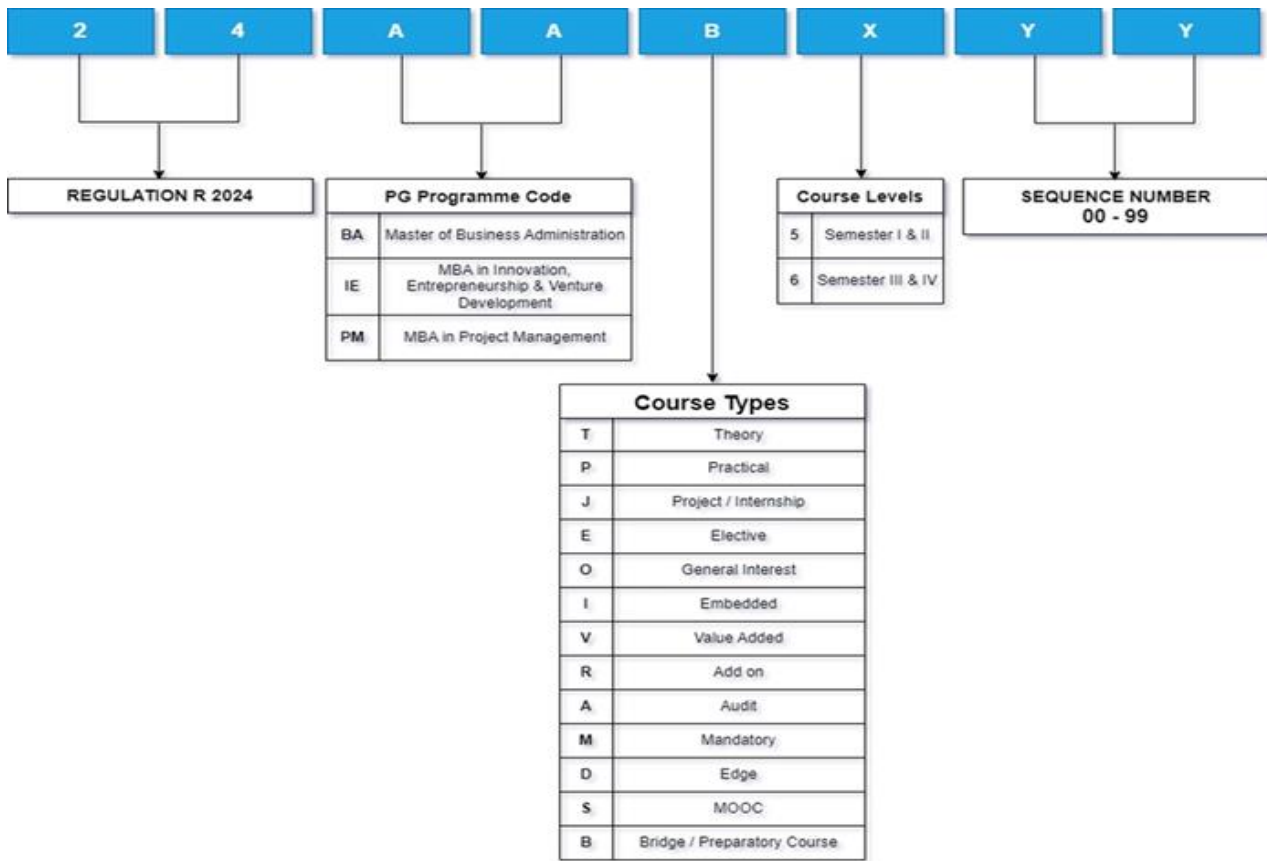| S.No	Course Title
1.	Industry 4.0
2.	Project Management
3.	Total Quality Management
4.	Production Planning and Control
5.	Lean Manufacturing
6.	Decision Models for Operations
7.	Services Operations Management
8.	Lean Six Sigma
9.	Operations and Supply Chain Management cases
10.	Digital Marketing
11.	Social Media Marketing
12.	Brand Management
13.	Customer Relationship Management
14.	B2B Marketing
15.	Consumer Insights
16.	Neuro Marketing
17.	Sales and Distribution Management
18.	Services Marketing
19.	Integrated Marketing Communication
20.	Marketing Analytics
21.	Technology for Marketing Decisions
22.	Strategic Marketing Cases
23.	Commercial Banking
24.	Security Analysis and Portfolio Management
25.	International Finance
26.	Rural Banking & Microfinance

BOS Chairman Signature

27.	Merchant Banking and Financial Services
28.	Banking Technology and Fintech
29.	Financial Risk Management
30.	Mutual Funds
31.	Financial Modelling
32.	Behavioral Finance
33.	Introduction to Cryptocurrency and Blockchain
34.	Equity Derivatives Management
35.	Wealth Management
36.	Alternative Investment Fund Management
37.	Fixed Income securities
38.	Case studies in Finance, Banking and Capital Markets
39.	Industrial Relations
40.	Learning and Development
41.	Talent Acquisition and Talent Management
42.	Organization Development
43.	Artificial Intelligence – HR Information Systems
44.	Diversity, Equity & Inclusion
45.	Emotional and Social Intelligence – ESI
46.	Recruitment & Selection
47.	Employee Engagement
48.	Cross Cultural Management
49.	HR Analytics
50.	Human Resources Case Studies
51.	Database Management Systems
52.	Disruptive Technologies
53.	Enterprise Resource Planning
54.	Python for Data Science
55.	Machine Learning & AI
56.	Predictive Analytics
57.	Advanced Data Mining
58.	Cybersecurity for Business Professionals
59.	Business Analytics Case Study
60.	Data Visualization

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COURSE CODE NUMBERING SCHEME

2	4	A	A	B	X	Y	Y

REGULATION R 2024

PG Programme Code

BA	Master of Business Administration
IE	MBA in Innovation, Entrepreneurship & Venture Development
PM	MBA in Project Management

Course Levels

5	Semester I & II
6	Semester III & IV

SEQUENCE NUMBER 00 - 99

Course Types

T	Theory
P	Practical
J	Project / Internship
E	Elective
O	General Interest
I	Embedded
V	Value Added
R	Add on
A	Audit
M	Mandatory
D	Edge
S	MOOC
B	Bridge / Preparatory Course

The 5th digit in the 8-digit code will represent 'A' for audit courses and 'E' for extra credit/add-on courses.

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