

MBA (DAY) PROGRAM

**FACULTY OF MANAGEMENT
DEPARTMENT OF BUSINESS MANAGEMENT
OSMANIA UNIVERSITY
HYDERABAD -500007**



**University with potential for Excellence
(Accredited by NAAC A+ Grade)
Category Graded Autonomy by UGC**

MBA (DAY) COURSE STRUCTURE AND SYLLABUS AS PER CBCS & AICTE GUIDELINES

**REVISED RULES AND REGULATIONS OF
M.B.A. PROGRAM - 2023-24**

RULES AND REGULATIONS OF M.B.A. PROGRAM-2023-24

The Master of Business Administration (M.B.A.) is a Post-Graduate course offered as:

- I. Two-year i.e., four semester Full Time Day program

1. Eligibility Conditions

M.B.A. (Day)

Candidate seeking admission into Full Time M.B.A. (Day) program must be:

1. Bachelor degree holder of Osmania University or a degree recognized by the university as equivalent thereto and /(or) as per the rules laid down by the University
2. The candidate seeking admission must qualify in the Entrance Examination, conducted by the appropriate authority in the year of admission as per the norms prescribed by the University.
3. The admission of Non-resident Indians and candidates admitted in lieu of them will be as per the University Rules in force on the date of the admission.
4. Foreign candidates' admission is based on the Screening Process of the University currently in vogue.

2. Instruction Schedule:

Instruction will be provided as per the workload indicated in the structure, Rules and regulations of M.B.A. Program for all Theory, Practical and Project Work course requirements. The almanac will be as follows for all semesters.

Duration of Instruction: 14 Weeks

Preparation Holidays: 7-10 Days

Total No of Hours (Theory + Tutorial + Practicals)

Per Semester: **420 Hours**

Rules of Attendance

Students must attend 75% of the total classes conducted for all the courses put together in a semester. Relaxation of 10% of attendance might be given to a student on medical grounds on the basis of a valid medical certificate and payment of condonation fee prescribed by the university.

3. Promotion Rules:

A student will be promoted subject to the following rules:

a. I Semester to II Semester:

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and should be registered for the University exam for I semester.

b. II Semester to III Semester

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and should have passed at least

MBA (Day) Course Structure and Syllabus as per AICTE guidelines with effect from 2023-24

50% of Theory courses of I & II Semesters put together. (Viva Voce and Lab courses not considered for this purpose).

c. III Semester to IV Semester:

A student should put in a minimum of 75% of attendance in aggregate in all the courses put together of the Term (65% in the case of medical exemption) and having registered for the University Examination.

Candidates who have not passed in at least 50% of the courses of the previous semesters are not promoted to the next year.

4. Cancellation of Admission:

The admission of a candidate admitted to the MBA-Day Course stands cancelled if: He / She does not put in at least 40% of attendance in Semester-I.

Or

He / She puts in at least 40% of attendance in Semester –I, but failed to register for 1st Semester Examinations

Or

He /She fails to fulfill all the requirements for the award of the degree as specified, within 4 academic years from the time of admission in case of full time 2 year MBA-Day program

5. Project Work:

The students should undertake the Project internship during the summer vacation (For 6 weeks of duration) intervening between II & III Semesters of MBA Program. Project Report Work should be carried out in the Final Year of MBA-Day Program i.e., III & IV Semesters.

The students are required to do project work in any area of Management under the active guidance of Internal Faculty Member assigned to the student.

The Project work usually consists of selecting a Topic / Problem / Theme in any area of management, gather relevant data, analyze and interpret the same in a systematic and scientific manner.

The Project Work should be undertaken under the supervision of the Faculty Member assigned for the purpose. The Project Report should be submitted to the University 30 days (one month) before commencement of Final Semester Examinations.

6. Scheme of Evaluation is a combination of Continuous and Comprehensive Evaluation and End Semester Examination

Rules & Regulations:

The CCE Model incorporates three (3) key components for assessing the specified programs:

- i) Continuous Assessment (CA): Students engage in ongoing evaluation, where a total of 30 marks are distributed across three Internal Assessment tests. Each assessment carries a specific weightage of 10 marks, contributing to the overall assessment
- ii) Attendance: A portion of the assessment, accounting for 10 marks, is dedicated to tracking students' attendance. This aspect serves as an incentive for active engagement in the learning and teaching process.
- iii) End Semester Examination (ESE): The comprehensive evaluation includes a final examination, contributing 60 marks to the overall assessment.

MBA (Day) Course Structure and Syllabus as per AICTE guidelines with effect from 2023-24

1st Internal Assessment (10 Marks)	2nd Internal Assessment (10 Marks)	3rd Internal Assessment (10 Marks)	4th Internal Assessment (10 Marks)
1. 10 Multiple choice questions each ½ mark (10x½) = 5 marks 2. 10 Fill in the blank questions each ½ mark (10x½) = 5 marks	1. 5 Questions on assertion & reason each 1 mark (5x1) = 5 marks 2. 10 Match the following questions each ½ mark (10x½) = 5 marks	1. Questions on syllogism each ½ mark (10 x ½) = 5 marks 2. Management quiz (written) each ½ mark (10x½) = 5 marks	Attendance = 10 marks

Weightage for Attendance:

Attendance Percentage	Marks
95% - 100%	10 Marks
86% - 94%	08 Marks
81% - 85%	06 Marks
75% - 80%	05 Marks
65% - 74%	04 Marks*

*Applicable only to those who provide a valid reason with condonation

End Semester Examination for 60 Marks divisible as Part ‘A’, ‘B’ and ‘C’

- Part A - 10 Marks (5 Questions each carrying 2 marks) without choice.
- Part B - 40 Marks (5 Questions each carrying 8 Marks) with internal choice.
- Part C - 10 Marks Case Study (Analysis)

Model Question paper End Semester
Examination (ESE)

Part –A

Attend all Questions (5x2) =10 Marks

- 1) Question No. 1 – 2 Marks
- 2) Question No. 2 – 2 Marks
- 3) Question No.3 – 2 Marks
- 4) Question No. 4 – 2 Marks
- 5) Question No. 5 – 2 Marks

Part –B

Attend all Questions (5x8) =40 Marks (Internal Choice)

- 6) Question No.6
 - a. Question-1 – 8 Marks a OR b
 - b. Question-2 – 8 Marks
- 7) Question No.7
 - a. Question-1 – 8 Marks a OR b
 - b. Question-2 – 8 Marks
- 8) Question No.8
 - a. Question-1 – 8 Marks a OR b
 - b. Question-2 – 8 Marks
- 9) Question No.9
 - a. Question-1 – 8 Marks a OR b
 - b. Question-2 – 8 Marks
- 10) Question No. 10
 - a. Question-1 – 8 Marks a OR b
 - b. Question-2 – 8 Marks

Part – C

Case Study (Analysis) - 10 Marks

Students are required to analyze the case presented in the section

6.1 Measurement of Credits Hours:

The following formula may be used for the credit calculation in general education component of the course:

- i. General Education credit refers to 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. Accordingly, one Credit would mean equivalent of 14-15 hrs of theory or 28- 30 hrs of workshop/ lab work.
- ii. One Credit is equivalent to 14-15 periods of 60 minutes each, for theory, or 28-30 periods of 60 minutes for workshop/labs and tutorials.
- iii. For internship/field work, the credit weightage for equivalent hours is 50% of that for lectures/tutorials.
- iv. For self-learning, based on e-content or otherwise, the credit weightage for equivalent hours of study is 50% or less of that for lectures/tutorial

6.2 Continuous Improvement and Evaluation Process:

- Students will review their graded assessments within a specified timeframe.
- Feedback sessions will be scheduled to discuss assessment results and clarify grading rationale.
- Students are encouraged to assess their own work against provided criteria after receiving graded assessments.
- Students will confirm receipt of graded assessments, acknowledging that they have reviewed the feedback.
- A formal re-grading request process will be established for students to request re-evaluation or re-grading.
- Transparent rubrics will be communicated before assessments, providing clarity on expectations.
- Clear procedures will be in place for students to express concerns or appeal grades

6.3 Assessment for Practical Courses:

- The assessment for practical courses can take one of two modes: continuous or a combination of continuous and comprehensive evaluation.
- In courses utilizing both continuous and comprehensive assessment, the End Semester Examination (ESE) will adhere to the minimum required percentage of attendance as outlined earlier. This emphasizes the importance of regular attendance in courses where assessment is both continuous and comprehensive.
- For courses featuring independent practicals or projects, the assessment pattern may vary. This variation is based on the specific requirements and goals of each program, as designed and approved by the Board of Studies committee. The flexibility in assessment aims to align with the unique nature of practical components in different programs and ensures a tailored approach to evaluating students' practical skills and knowledge.

7. Award of Grades for Seminars, Project Report and Viva Voce Examinations:

IV Semester Project:

Project Assessment for 150 Marks

Marks distributed for Project Assessment shall be as follows:

Internal Assessment

Research Design Seminar (III Semester)	1 Credit	25 Marks
Progress Seminar (III Semester)	1 Credit	25 Marks
IV Semester Project Assessment		
Dissertation	1 Credit	25 Marks
Final Presentation	2 Credits	50 Marks
Viva Voce during Final Presentation	1 Credit	25 Marks

8. Instructional Work Load for Theory, Practical Courses, Mentoring & Project Work:

Each of the Theory Courses of the MBA-Day Program shall have instructional workload of 4 periods of 60 Minutes duration per week in addition to mentoring and project work as specified in the course curriculum. The Instructional workload for each of the Practical and Lab Courses shall be 1 Period of 60 Minutes duration respectively per week. Tutorial for each subject shall be for one hour per week. All subjects must have one period of Tutorial each per week.

9. Tutorial:

Individual and Group assignments, Case Studies, Presentations, Quizzes, Book Reviews, Article Reviews, Management Games etc.

10. Evaluation System:

- All courses of MBA Program will carry a Maximum of 100 Marks each.
- Duration of the university examination for all the courses is 2½ hours each.
- All the courses will have 60 marks for university end semester examination and 40 marks for internal examination (CCE).

The Guidelines, Rules and Regulations framed by the University in this regard will be applicable to the MBA-Day Program

11. Conduct of Examinations:

Examination will be conducted based on the existing rules of examination branch that are applicable to other PG Courses

12. Award of Degree and Division:

Candidates will be awarded MBA Degree on successful completion of all Theory Courses, Practical Courses, Viva Voce and Project Report. The Division / Class will be awarded as per the University norms

Eligibility for admission to the ESE: A student must have at least 75% attendance in aggregate at the end of the semester. If any student fails to meet the 75% attendance requirement but has more than 65% attendance, in such a case, the student must pay a condonation fee with a proper reason for the shortfall in attendance.

- a. The End Semester Examination (ESE) for theory courses will be conducted for 60 marks. The duration of an ESE is generally 2½ hours.
- b. Possession of a hall ticket during the examination, along with the timetable and room allotment, is compulsory for the ESE. Hall tickets can be downloaded from the Student Login.
- c. The registration number of the students is bar-coded, and it is pasted on the facing sheet of the answer booklet at the beginning of the examination

13. Readmission for Pursuing Additional Elective Courses:

A student can be given readmission for pursuing additional electives after completion of MBA program subject to payment of requisite fee prescribed by the college / Department. Such candidates have to satisfy all the rules including attendance rule in vogue on par with regular students.

- a. The additional elective must be pursued in the same college in which the student studied and completed the MBA Program.
- b. The admission must be done within four weeks of the commencement of the III Semester.

14. Total number of credits to be completed to be eligible for the award of MBA degree:

Total number of credits at the end of fourth semester (MBA-Day) = 24 + 26+26+26 = 102

15. Awarding Cumulative Grade Point Average (CGPA) and Semester Grade Point Average (SGPA):

15.1 Subject wise Grading

Grades shall be awarded to indicate the performance of students in each of subjects studied.

Based on the percentage of marks obtained in both Continuous and Comprehensive Evaluation and End Semester Examination, a corresponding letter grade shall be given as shown in Table 1.

15. 2. Grading System:

The Semester Grade Point Average (SGPA) is calculated by dividing the sum of credit points (Σ CP) secured from all subjects/courses registered in a Semester, by the total number of credits registered during that Semester. SGPA is rounded to two decimal places and is computed as

$$\text{SGPA} = \text{For each Semester, } \Sigma\text{CP} / \text{Total no. of credits}$$

Grades are awarded based on a relative grading system and University follows a 8 point grading system on a 10 point scale

Grading Scheme:

Table 1

Percentage	Grade	Grade point (10 pointscale)	
80-100	O	10	Outstanding
70-79	A+	9	Excellent
60-69	A	8	Very Good
55-59	B+	7	Good
50-54	B	6	Above Average
45-49	C	5	Average
40-44	P	4	Pass
<40	F	3	Fail
Absent	Absent	0	Ab

The pass criteria for the successful completion of programme, shall be as follows

- Minimum of 40% of marks in End Semester Exam of the course
- Minimum of 40% of marks out of combined marks i.e., sum of End Semester Exam and Internal Evaluation of the course

A student who has obtained an 'F' grade in any subject shall be deemed to have 'failed' and is required to reappear as a 'supplementary student' in the End Semester Evaluation, as and when offered. In such cases, internal marks in those subjects shall remain the same as those obtained earlier.

To a student who has not appeared for an examination in any subject, 'Ab' grade shall be allocated in that subject, and he/she is deemed to have 'failed'. A student shall be required to reappear as a 'supplementary student' in the End Semester Examination, as and when a student earns grade point (GP) in each subject/course, on the basis of the letter grade secured in that subject/course. The corresponding 'credit points' (CP) are computed by multiplying the grade point with credits for that particular subject/course as shown below.

Credit points (CP) = grade point (GP) x credits

For a subject/course a student passes the subject/course only when $GP \geq 4$ ('P' grade or above)

15.3 Cumulative Grade Point Average (CGPA)

The Cumulative Grade Point Average (CGPA) is a measure of the overall cumulative performance of a student in 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 II semester onwards at the end of each semester.

Computation of SGPA and CGPA are done using the procedure listed above. For Final % of Marks equivalent to the computed final CGPA, as:

$$\% \text{ of Marks} = (\text{final CGPA} - 0.5) \times 10.$$

16. Evaluation and Results:

- a. The evaluation process for answer scripts in the End Semester Examination (ESE) is centralized and conducted impartially. This means that the assessment is carried out in a centralized manner, ensuring objectivity and fairness. Evaluators, without knowledge of the students' identities, review the answer scripts, maintaining a blind-folded approach to eliminate biases. This approach is designed to uphold fairness and consistency in the grading process across all students participating in the ESE.
- b. In the Postgraduate (PG) program courses, a single examiner conducts the evaluation process, assigning marks to candidates. If a student raises discrepancies in the assigned marks, the system initiates a second evaluation to ensure accuracy and fairness.
- c. After completing the examinations, the system promptly announces semester results within 30 days from the date of the last examination. This timely disclosure furnishes students with feedback on their academic performance.
- d. It's noteworthy that a minimum pass mark of 40% is set for each course, considering the combined performance in Continuous Assessment (CA) and the End Semester Examination (ESE). This standard ensures a comprehensive evaluation and establishes a benchmark for the successful completion of the courses.

17. Backlog Examinations:

- a. If a student fails in any one or more courses of the End Semester Examination (ESE) in any semester, they are permitted to appear for the backlog examinations in the subsequent semester.
- b. A repeating student has a maximum of three chances, including the first chance, with the same syllabus/curriculum. If the student fails to clear the course in three chances, subsequent attempts will be based on the syllabus applicable to the course for the relevant academic year.
- c. The maximum duration to complete a program is two years beyond the prescribed minimum duration.
- d. To apply for a repeat examination, a student must submit their application through their concerned Principal by the specified deadline.
- e. All notifications regarding backlog examinations will be announced on the University website at

least 15 days before the commencement of the examinations.

18. Repeating CCE for improvement:

- a. Students who have completed all the semesters of their program but failed to graduate due to a low score in CCE in a specific course can apply for CCE repeat, as notified on the University website.
- b. Final-semester students who failed in any course in previous semesters due to low scores in CCE can apply for CCE repeat, as per the notification on the University website.
- c. Applicants should submit the filled form through the Head of the Department to the Principal of the college in person.
- d. After document verification and fee payment by the applicant, the application will be forwarded to the office of the Controller of Examinations for further processing.
- e. The maximum number of courses allowed for CCE repeat at a time is two.
- f. If a course has been revised or replaced in the changed syllabus, the student must complete the syllabus applicable to them.
- g. In CCE repeat, the applicant must complete all four components of the CA under the supervision of a teacher assigned by the department.

19. Re-evaluation/ Re-totalling:

- a. Re-evaluation/Re-totalling of answer scripts is permissible for PG students covered under CCE. This option extends to both regular and backlog examinations.
- b. Students intending to pursue Re-evaluation/Re-totalling must submit their applications through the Principal to the Controller of Examinations within the designated time frame.
- c. If there is any alteration in marks as a result of Re-evaluation/Re-totalling, the student will be accorded the benefit of the higher marks, whether awarded before or after the re-totalling process.
- d. In the context of Re-evaluation/Re-totalling, the recalculated marks will be deemed final.

The outcome of the re-totalling process will typically be disclosed within one month from the concluding date for applications.

20. Make-up / Instant Exams

Make-up / Instant examinations will be conducted for IV semester outgoing students within one month from the date of declaration of results

21. General Clause:

It may be noted that beside the above specified rules and regulations all the other rules and regulations in force and applicable to semester system in Post-Graduate courses in Osmania University will be applicable as amended from time to time by the University. The students shall abide by all such Rules and Regulations. This includes Plagiarism rules notified by the University

MBA Year-I Semester –I

Course Code	Course Title	Nature	Credits	HPW (Th+Tu+P)	Max Marks (CCE+ESE)
MB101	Management & Organizational Behaviour	Core	4	4Th + 1 Tu	40+60
MB102	Accounting for Management	Core	4	4Th + 1 Tu	40+60
MB103	Marketing Management	Core	4	4Th + 1 Tu	40+60
MB104	Statistics for Management	Core	4	4Th + 1 Tu	40+60
MB105	Economics for Managers	Core	4	4Th + 1 Tu	40+60
MB106	IT Applications for Management	Core	4	3Th+2P	40+40+20P*
Total credits at the end of I Semester			24		600

- **HPW – Hours Per Week**
- **CCE – Continuous and Comprehensive Evaluation**
- **ESE – End Semester Exam**
- **Th- Theory**
- **Tu – Tutorial**
- **P - Practical**

MBA Year-I Semester –II

Course Code	Course Title	Nature	Credits	HPW (Th+Tu+P)	Max Marks (CCE+ESE)
MB201	Human Resources Management	Core	4	4Th + 1 Tu	40+60
MB202	Financial Management	Core	4	4Th + 1 Tu	40+60
MB203	Operations Research	Core	4	4Th + 1 Tu	40+60
MB204	Entrepreneurship Development	Core	4	4Th + 1 Tu	40+60
MB205	Business Research Methods	Core	4	4Th + 1 Tu	40+60
MB206	Business Law and Ethics	Core	4	4Th + 1 Tu	40+60
MB207	Seminar Presentation *	Core	2		Grade
Semester Credits			26		600
Total Credits at the end of II Semester			50		1200

- **HPW – Hours Per Week**
- **CCE – Continuous and Comprehensive Evaluation**
- **ESE – End Semester Exam**
- **Th- Theory**
- **Tu – Tutorial**
- **P - Practical**

***Seminar should be evaluated for 50 marks and then converted to Grade.**

*** Student Seminars will be done by students on Semester I and II subjects.**