



LAKIREDDY BALI REDDY COLLEGE OF ENGINEERING (AUTONOMOUS)

Approved by AICTE, New Delhi and Permanently affiliated to JNTUK, Kakinada
L.B. Reddy Nagar, Mylavaram, N.T.R. District, Andhra Pradesh-521230



Master of Business Administration ACADEMIC REGULATIONS (R24)

Applicable for the students of Master of Business Administration (MBA) PG Programme admitted from the **Academic Year 2025-26 onwards**. The MBA Degree of Lakireddy Bali Reddy College of Engineering shall be conferred on candidates who are admitted to the program and who fulfil all the requirements for the award of the Degree.

1.0 ELIGIBILITY FOR ADMISSIONS

Admission to the above program shall be made subject to eligibility, qualification and specialization as prescribed by the college from time to time.

Admissions shall be made on the basis of merit rank obtained by the candidates at ICET examination or the qualifying Entrance Test conducted by the University or on the basis of any other order of merit as approved by the College, subject to reservations as laid down by the Govt. from time to time.

2.0 AWARD OF MBA DEGREE

2.1 A student shall be declared eligible for the award of the MBA Degree, if he/she pursues a course of study and completes it successfully in not less than two academic years and not more than Four academic years.

2.2 The student shall register for **all 111 credits and secure all the 111 credits**.

2.3 The minimum instruction days in each semester are 16 weeks.

2.4 A Student, who fails to fulfill all the academic requirements for the award of the degree within Four academic years from the year of their admission, shall forfeit his/her seat in MBA course.

2.5 Particulars for opting specializations: The student can opt *Single or Dual Specialization*:

- i) **Single Specialization:** The student must take-up all the four elective papers of the opted Specialization in the III and IV Semesters.
- ii) **Dual Specialization:** The student can choose any two specializations of his/her interest. He/she must take first and second numbered paper for first specialization and third and fourth numbered papers for the second specialization in the III and IV semesters respectively.

2.6 Credit Definition:

1 Hour Lecture (L) per week	1 Credit
1 Hour Tutorial (T) per week	1 Credit
1 Hour Practical (P) per week	0.5 Credit
2 Hours Practical (Lab) per week	1 Credit

3.0 ATTENDANCE

- 3.1 A candidate shall be deemed to have eligibility to write end semester examinations if he has put in a minimum of 75% of attendance in aggregate of all the courses.
- 3.2 A student is eligible to write the College examinations if he acquires a minimum of 50% in each course and 75% of attendance in aggregate of all the courses.
- 3.3 Condoning of shortage of attendance (between 65% and 75%) up to a maximum of 10% (*considering the days of attendance in sports, games, NSS activities and medical exigencies*) in each course is condoned on production of valid Certificates/documents in the stipulated time mentioned here with:
 - 3.3.1 Students who are admitted as in patients for treatment are only eligible to claim condonation of attendance. Such students under medical exigencies need to Produce (a) Doctor Medical Prescription, (ii) Medical bills duly signed by Doctor/Hospital authorities, (c) Diagnosis reports, if any, (d) Discharge summary issued at the time of discharge and any other supporting documents within one/two week(s) from the date of discharge to the respective institution. *Note: College at any point of time can inform the institution(s) to submit such list/proofs. Hence, respective institution shall verify and accord condonation privilege scrupulously.*
 - 3.3.2 Students' participation in Sports/Games and NSS activities shall also be permitted for condonation of attendance. In such cases, they need to produce (a) invitation letter from the organizing institute/agency, (ii) participation certificate and any supporting documents within one/two week(s) from the date of participation to the respective institution
- 3.4 Shortage of attendance below 65 % in aggregate shall not **be condoned and not eligible to write their semester end examination.**
- 3.5 A candidate shall not be promoted to the next semester unless; he/she fulfills the attendance requirements of the previous semester.
- 3.6 A stipulated fee prescribed shall be payable towards condonation fee for shortage of attendance.
- 3.7 A student shall not be promoted to the next semester unless he satisfies the attendance requirement of the present semester, as applicable. They may seek readmission into that semester when offered next.

4.0 EVALUATION

The performance of the candidate in each semester shall be evaluated subject-wise, with a maximum of 100 marks for only theory on the basis of continues Internal Exams and End Semester Examination.

4.1 Continuous Internal Evaluation:

Theory

- (a) For theory subjects, during a semester, there shall be two mid-term examinations. Each midterm examination shall be conducted for a total duration of 120 minutes with 4 questions (without choice) each question for 5 marks, PPT and Presentation for 10 marks for and it will be reduced to 30 marks.

- (b) The descriptive examination is set with 4 full questions from first two and half units (50% of the syllabus), the student has to answer all questions. In the similar lines, descriptive examination shall be conducted on the rest of the syllabus.
- (c) The first mid (Mid-1) marks shall be submitted to the College examination section within one week after completion of first mid examination.
- (d) The mid marks submitted to the College examination section shall be displayed in the concerned college notice boards for the benefit of the students.
- (e) If any discrepancy found in the submitted Mid-1 marks, it shall be brought to the notice of college examination section within one week from the submission.
- (f) Second mid examination shall be conducted on the similar lines of mid-1 and its mid (Mid-2) marks shall also be submitted to college examination section within one week after completion of second mid examination and it shall be displayed in the notice boards. If any discrepancy found in the submitted mid-2 marks, it shall be brought to the notice of college examination section within one week from the submission.
- (g) The final marks are the sum of average of two mid-term examinations i.e.
$$\frac{\text{Mid1+Mid2}}{2}$$
- (h) With the above criteria, College examination section will send mid marks of all subjects in consolidated form to all the concerned colleges and same shall be displayed in the concerned college notice boards. If any discrepancy found, it shall be brought to the notice of college examination section through proper channel within one week with all proofs. Discrepancies brought after the given deadline will not be entertained under any circumstances.

4.2 End Semester Theory Examination Evaluation:

Theory:

The end semester examinations shall be conducted by the College examination section for 70 marks consists of five questions carrying 12 marks each and case study for 10 marks. Each of these questions 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.

4.3 Laboratory Evaluation:

Internal Evaluation: The internal marks for laboratory are 20 marks and the marks shall be awarded based on the day to day work: 5 marks, Record: 5 marks, and the remaining 10 marks to be awarded by conducting an internal laboratory test.

External Evaluation: For external marks for laboratory are 30 and marks shall be awarded based on the performance in the end laboratory examinations. Laboratory examination must be conducted with two Examiners, one of them being the Laboratory Class Teacher and the second examiner shall be appointed by the College from the panel of examiners submitted by the respective college. Laboratory examination must be conducted with a breakup mark of Procedure-05, Experimentation-15, Results-05, Viva-voce-05 marks.

Lateral Entry to MBA:

After completing the 8th semester of the BBA (Honors) programme, the student is eligible to join the 3rd semester of the MBA programme directly, based on the College's norms. This allows students to fast-track their education by leveraging their previous coursework and avoiding redundancy.

This guideline provides a pathway for students who have demonstrated academic competence in their BBA (Honors) program to enter the MBA program at an advanced stage. By joining the 3rd semester directly, students can save time and resources while continuing their education at a higher level. This policy is designed to reward students' hard work and ensure a seamless transition between related academic programs.

Key Points:

- Eligibility is contingent upon the successful completion of the Eight semesters of the BBA (Honors) program.
- The transition is subject to the specific norms and criteria established by the College.
- This opportunity accelerates the academic journey for dedicated and high-performing students.
- Lateral entry admissions are strictly based on the norms given by the State government/College.

Multiple Entry and Exit:

The exit option for 2 year PG programmes may be offered at the end of 1st year. The student may be awarded Post Graduate Diploma in Management (PGDM) after completing all the courses of the first year.

4.4 Entrepreneur Project

Entrepreneur Project is conducted in all the three semesters of the course for 50 marks each. At each semester the student need to do the following tasks to meet the evaluation criteria

Tasks:

- i) The Entrepreneur Project shall be carried out during the 1st, 2nd and 3rd semester and will be evaluated for 50 marks each.
- ii) The Entrepreneur Project can be done either individual or group of students with same ideas (limited to maximum of 4 members)
- iii) 50 marks shall be awarded by PRC (**Project Review Committee**) which comprises Head of the Department, Senior Professor of the MBA department and Internal project guide who is appointed by the HOD.
- iv) Each student shall give **one seminar** on the topic of his/her interest area of the project as a **prerequisite** at the starting of the project in **first semester**. He/She need to submit the following points in his Entrepreneur Project report along with the guide certificate stating that the student carried the work by his own.

Guidelines:

Entrepreneur Project I– (First Semester)

- i. Identifying the area of interest by giving a seminar of his/her interest. It shall be evaluated by all the faculty of the department and give the student the necessary guidance.
- ii. Interacting with successful business entities in the chosen area of interest.
- iii. and submission of Ground Report which should consist of how the business plan will be progressed.

Entrepreneur Project II– (Second Semester)

- i) Study on different loan Approaches of State and Central Govt. organizations, National banks and Startup loans to prepare a report.
- ii) Prepare the Business Development Plan.

Entrepreneur Project III– (Third Semester)

- i) Prepare a Project Proposal for submission.
- ii) Submit the Project Proposal to the various Govt. bodies and Agencies. (PM VISHWAKARMA, START-UPS/MSME /NABARD/IDBI/SISI) and the same shall be submitted to the College along with the acknowledgement.

For Socially Relevant Project using design thinking and Employability Skills the evaluation will be for 25 marks internally at the end of the Semester by the departmental committee. A candidate has to secure a minimum 50% of marks to be declared successful.

- 4.5 A candidate shall be deemed to have secured the minimum academic requirement in a subject if he secures a minimum of 40% of marks in the End Semester Examination and a minimum aggregate of 50% of the total marks in the End Semester Examination and Internal Evaluation taken together.
- 4.6 In case the candidate does not secure the minimum academic requirement in any subject (as specified in 4.5) he has to reappear for the End Semester Examination in that subject. A candidate shall be given one chance to **re-register** for each subject provided the internal marks secured by a candidate are **less than 50%** and has failed in the end examination. In such a case, the candidate can re-register for the subject(s) and secure the required minimum attendance. The candidate's attendance in the re-registered subject(s) shall be calculated separately to decide upon his eligibility for writing the end examination in those subject(s). In the event of the student taking another chance, his internal marks and end examination marks obtained in the previous attempt are nullified. For re-registration the candidates have to apply to the College through the college by paying the requisite fees and get approval from the College before the start of the semester in which re- registration is required. At a given time, a candidate is permitted to re-register for maximum of two subjects in addition to the subjects of regular semester.
- 4.7 In case the candidate secures less than the required attendance in any re registered subject (s), he/she shall not be permitted to write the End Semester Examination in that subject. He shall again re-register the subject when next offered.
- 4.8 Laboratory examination for MBA courses must be conducted with two Examiners, one of them being the Laboratory Class Teacher or teacher of the respective college and the second examiner shall be appointed by the College from the panel of examiners submitted by the respective college.

4.9 Project Work

The student shall need to do the summer internship in fourth semester for a duration of 8 weeks. The main project shall be submitted at the end of the 4th Semester for evaluation. The final project shall be based on the summer internship on his/her Major Elective.

- i) The final project work shall be carried out during the 4th semester and will be evaluated for 100 marks.
- ii) Out of 100 marks, 50 marks shall be for dissertation and 50 marks for the project Viva-Voce. Both are evaluated by the External Examiner.
- iii) Each student shall give one internal seminar (pre talk) on the topic of his/her project as a prerequisite for submission of the final project report. The pre-talk must be evaluated by the PRC (Project Review Committee) which comprises Head of the Department, Senior Professor of the MBA department and Internal project guide. He/She needs to submit plagiarism report (<40%) along with the guide certificate in the final project report.
- iv) Alternative to the Project:

The student can also start his/her own business instead of going to the internship. The student need to submit the proof for his/her own business.

The student also need to submit his/her project documentation with the following chapters of content:

1. Abstract 2. Introduction 3. Business Survey 4. Business Plan and Proposal 5. Business Execution 6. Proofs (GST Certificate / Firm Registration / Municipality/local bodies permission).

5 EVALUATION OF PROJECT/DISSERTATION WORK

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

- 5.1 A Project Review Committee (PRC) shall be constituted with Head of the Department and two other senior faculty members (one will be the guide).
- 5.2 Registration of Project Work: A candidate is permitted to register for the project work after satisfying the attendance requirement of all the subjects, both theory and practical up to III semester.
- 5.3 After satisfying 5.2, a candidate has to submit, in consultation with his project supervisor, the title, objective and plan of action of his project work to the Project Review Committee for approval. The student can initiate the Project work, only after obtaining the approval from the Project Review Committee (PRC) after the III semester end examinations. The duration of the project is for one semester.
- 5.4 If a candidate wishes to change his supervisor or topic of the project, he can do so with the approval of the Project Review Committee (PRC). However, the Project Review Committee (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.

5.5 Three copies of the Project Thesis certified by the supervisor shall be submitted to the College along with **plagiarism report (<40%)**.

5.6 The thesis shall be adjudicated by one examiner selected by the College. For this, the Principal of the College shall submit a panel of 3 examiners, eminent in that field, with the help of the guide concerned and head of the department.

5.7 If the report of the examiner is not favorable, the candidate shall revise and resubmit the Thesis, in the time frame as decided by the PRC. If the report of the examiner is unfavorable again, the thesis shall be summarily rejected. The candidate has to re-register for the project and complete the project within the stipulated time after taking the approval from the College.

5.8 If the report of the examiner is favorable, a board consisting of the Supervisor, Head of the Department and the examiner approved by the College who adjudicated the thesis shall conduct Project report evaluation and Viva-Voce examination. The Board shall jointly report the candidate's work for a **maximum of 100 Marks**. The Head of the Department shall coordinate and make arrangements for the conduct of Viva-Voce examination.

5.9 If the **Project report** and Viva-Voce is **unsatisfactory (i.e., <50 marks)**, the candidate shall retake the Viva-Voce examination only after three months. If he fails to get a satisfactory report at the second Viva-Voce examination, the candidate has to re-register for the project and complete the project within the stipulated time after taking the approval from the Institution.

6 Cumulative Grade Point Average (CGPA)

Marks Range Theory/ Laboratory/ Mini Project / Dissertation (Max – 100)	Letter Grade	Level	Grade Point
≥ 90	A+	Outstanding	10
≥80 to <90	A	Excellent	9
≥70 to <80	B	Very Good	8
≥60 to <70	C	Good	7
≥50 to <60	D	Satisfactory	6
<50	F	Fail	0
		Absent	0

Computation of SGPA

The following procedure is to be adopted to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

The **SGPA** is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e.,

$$\text{SGPA (Si)} = \frac{\sum (Ci \times Gi)}{\sum Ci}$$

Where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the student in the i^{th} course.

Computation of CGPA

The **CGPA** is also calculated in the same manner taking into account all the courses undergone by a student over all the semester of a programme, i.e.,

$$\text{CGPA} = \sum (C_i \times S_i) / \sum C_i$$

Where S_i is the SGPA of the i^{t} semester and C_i is the total number of credits in that semester. The SGPA and CGPA shall be rounded off to TWO decimal points and reported in the transcripts.

7 AWARD OF DEGREE AND CLASS

The student must be given certificate as per registered specialization. For example:

Single specialization -- the student is awarded with single specialization in FINANCE. **Dual specialization** -- the student is awarded with dual specialization in FINANCE AND MARKETING.

After a student has satisfied the requirements prescribed for the completion of the program and is eligible for the award of M.B.A. Degree he shall be placed in one of the following four classes:

Class Awarded	CGPA to be secured	
First Class with Distinction	≥ 7.5 (Without any supplementary appearance)	From the CGPA secured from 111 Credits.
First Class	≥ 6.5	
Second Class	≥ 6.0 to < 6.5	

The secured grade, grade points, status and credits obtained will be shown separately in the memorandum of marks.

For **non-credit** audit/mandatory courses, “Satisfactory” or “Unsatisfactory” shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/ CGPA/ Percentage.

CGPA to Percentage conversion Formula----- $(\text{CGPA} - 0.5) \times 10$

8 WITHHOLDING OF RESULTS

If the student is involved in indiscipline/malpractices/court cases, the result of the student will be withheld.

9 TRANSITORY REGULATIONS: Discontinued or detained candidates are eligible for readmission, provided it is within the maximum permissible period of 4 years, and

subject to the course being offered again.

10 Minimum Instruction Days

The minimum instruction days for each semester shall be 16 weeks.

GENERAL

- 10.1 Wherever the words “he”, “him”, “his”, occur in the regulations, they include “she”, “her”, “hers”.
- 10.2 The academic regulation should be read as a whole for the purpose of any interpretation.
- 10.3 In the case of any doubt or ambiguity in the interpretation of the above rules/ regulations, the decision of the Vice-Chancellor is final.
- 10.4 The 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 College.

ANNEXURE-I
MALPRACTICE RULES

DISCIPLINARY ACTION FOR MALPRACTICE/ IMPROPER CONDUCT IN EXAMINATIONS

	Nature of Malpractices/Improper Conduct	Punishment
1(a)	If a student possesses or tries to access any paper, note book, programmable calculators, Cell phones, pager, palm computers or any other form of material concerned with or related to the subject of 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)	If a student gives assistance or guidance or receives any such help from any other candidate orally or through gestures, communicates through cell phones with any candidate or persons in or outside the exam hall.	Expulsion of all the candidates involved from the examination hall and cancellation of the performance in that subject. In case of an outsider, he will be handed over to the police and a case will be registered against him.
2.	If a student is found to have copied in the examination hall from any paper, book, programmable calculators, palm computers or any other form of material relevant to the subject of the examination (theory or practical) in which he/she is appearing.	Expulsion from the examination hall and cancellation of the performance in that subject as well as all other subjects the candidate has already appeared including practical examinations and project work and shall not be permitted to appear in the remaining examinations of that Semester. The Hall Ticket of the candidate will be cancelled.
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 from the college and forfeits his seat. The performance of the original candidate who has been impersonated, shall be cancelled in all the subjects of the examination (including practicals and project work) already appeared and shall not be allowed to appear in examinations of the remaining subjects of that semester. The candidate is also debarred for two consecutive semesters from class work and all semester 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.	<p>If a student smuggles inside the exam hall an Answer book or additional sheet or takes out or arranges to send out the question paper, or answer book or additional sheet during or after the examination.</p>	<p>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. The candidate is also debarred from class work for two consecutive semesters and all semester end examinations. The continuation of the course by the candidate is subject to the academic regulations in connection with forfeiture of seat.</p>
5.	<p>If a student uses objectionable, abusive or offensive language in the answer paper or in letters to the examiners or writes to the examiner requesting/threatening him/her to award pass marks.</p>	<p>Cancellation of the performance in that subject.</p>
6.	<p>If a student refuses to obey the orders of the Chief Superintendent / CoE / 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, causes injury to his person or to any other persons 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 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.</p>	<p>Such a student(s) shall be expelled from the examination hall along with 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. The candidate(s) will be debarred from the college and forfeit their seats. In case of outsiders, they will be handed over to the police and a police case is registered against them.</p>
7.	<p>If a student leaves the exam hall taking away answer script or intentionally tears/mutilates/deforms the script or any part thereof inside or outside the examination hall.</p>	<p>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. The candidate is also debarred from class work and semester end examinations for two consecutive semesters. The continuation of the course by the candidate is subject to the academic regulations.</p>

8.	If a student is in possession of 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. 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 6to 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. 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.	If a student comes to the examination hall in a drunken condition	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 that semester.
11.	If copying is 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 examinations.
12.	Any other malpractice not covered in the above clauses i.e. from 1 to 11 shall be reported to the head of the institution or further action/ suitable punishment.	

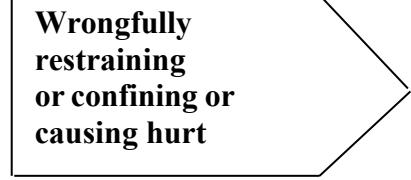
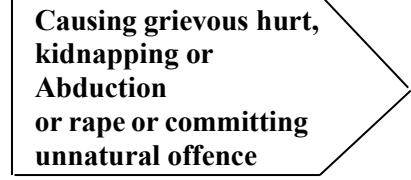
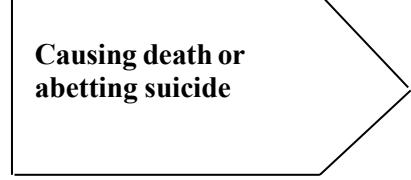
ANNEXURE-II

Ragging

Prohibition of ragging in educational institutions Act 26 of1997

Salient Features

- Ragging within or outside any educational institution is prohibited.
- Ragging means doing an act which causes or is likely to cause Insult or Annoyance or Fear or Apprehension or Threat or Intimidation or outrage of modesty or Injury to a student

	Imprisonment upto	Fine Upto
+ 	 6 Months	Rs. 1,000/-
+ 	 1 Year	Rs. 2,000/-
+ 	 2 Years	Rs. 5,000/-
+ 	 5 Years	Rs. 10,000/-
+ 	 10 Years	Rs. 50,000/-

ABSOLUTE NO TO RAGGING

1. Ragging is prohibited as per Act 26 of A.P. Legislative Assembly, 1997.
2. Ragging entails heavy fines and/or imprisonment.
3. Ragging invokes suspension and dismissal from the College.
4. Outsiders are prohibited from entering the College and Hostel without permission.
5. All the students must carry their Identity Cards and show them when demanded
6. The Principal and the Wardens may visit Hostels and inspect the rooms any time.

#