

ANDHRA UNIVERSITY

PROGRAM PROJECT REPORT

Master of Business Administration (M.B.A.)



School of Distance Education

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Master of Business Administration (M.B.A.)

1. INFORMATION ON RELEVANCE OF PROGRAM :

Introduction:

Andhra University is offering M.B.A. program to equip the students with necessary conceptual and analytical skills required for handling the business operations.

Objectives of the program:

- 1) This program aims at developing the required knowledge, skills and aptitude among learners so that they contribute significantly in the area of trade, commerce and industry.
- 2) To impart qualitative and value based management & commerce education to the student's in terms of knowledge, skills and attitudes of social services to enable them to have all-round development.
- 3) Students will be able to understand and apply the accounting principles, concepts and applications in the changing Global environment by studying Accounting and management related concepts

2. **Program Duration:** 2 years (Max. period is 4 years)

3. INSTRUCTIONAL DESIGN

Eligibility & Admission Criteria:

Passed any Bachelor Degree of minimum 3 years duration. Obtained at least 50% marks (45% in case of Candidates belonging to reserved category) in the qualifying examination.

Medium and Method of instruction:

The medium of instruction shall be English. The method of instruction shall comprise print and face to face interaction.

Course Material: Comprehensive printed course material, specially designed for self-study, shall be provided to every learner, Softcopy of the Self Learning Material (SLM) will be supplied to all the learners after confirmation of admission In addition to the course material, the learners are required to read suggested textbooks and articles published in journals.

Academic Counseling: Face-to-face classes or online classes are conducted at designated centres in all programs to enable the learners to have interaction with resource persons for clarification of doubts.

Examinations:

Each paper carries 70 marks end theory examinations and 30 marks internal assessment in the form of assignments. Exams are conducted at different affiliated colleges of the University by sending observers from University

Duration: The duration of each theory examination shall be three hours.

4. PROCEDURE OF EVALUATION

The theory papers of end examinations will be evaluated by an different faculty members drawn from University and affiliated colleges.

Internal Evaluation:

Internal evaluation shall be made on the evaluation of the assignments submitted by the learners for 30 marks.

Reappearance:

A learner who has fails in any theory paper of any year shall have to reappear for the examination of that course in the following end examinations.

Betterment:

1. Learners who have passed in all the courses of a program and who have obtained a Pass or SecondClass are eligible for attempting for Betterment of Grades.
2. Learners who have already secured a First Class are not eligible for betterment of Grade.
3. Betterment of Grades is permitted only once and that too within two years of passing.
4. Learners can appear for betterment of all papers in a year.
5. New Marks list / Provisional Certificate shall be issued to candidates who have improved their Class aftersubmitting the old Marks List/Provisional Certificate only.

5. Eligibility for the Award of Master of Business Administration (M.B.A.) Degree:

Duration of the program:

The course of study for M.B.A. Program through Distance Learning shall be extended over a period of two academic years. However, a learner may complete the program in not more than four years including the study period.

A learner shall be eligible for the award of M.B.A., if he/she fulfils the following conditions.

- Registered and successfully completed all the courses.
- Successfully acquired the minimum required marks as specified in the curriculum.
- The learners should not have any dues to the University, and
- No disciplinary action is pending against the learner.

6. GENERAL INSTRUCTIONS:

The academic regulations should be read as a whole for purpose of any interpretation.

- In case of any doubt or ambiguity in the interpretation of the above rules, the decision of the Vice Chancellor is final.
- The University may change or amend the academic regulations, scheme of instructions and syllabus at any time and the changes and amendments made shall be applicable to all the learners with effect from a date notified by the University.

7. **FEE STRUCTURE:** Rs. 11,500/- (tuition fee) per Semester

8. COURSE STRUCTURE:

Semester I			Semester II		
S. No.	Paper	Credits	S. No.	Paper	Credits
1	Management Process & Behaviour	4	1	Managerial Communications	4
2	Quantitative Techniques for Managerial Decisions	4	2	Human Resource Management	4
3	Business Environment	4	3	Marketing Management	4
4	Accounting for Decision Making	4	4	Financial Management	4
5	Managerial Economics	4	5	Operations Management	4
Semester Total		20	Semester Total		20

Semester III

Semester IV

S. No	Paper	Credits	S. No.	Paper	Credits
Core 1	Operations Research	4	Core 1	Business policy and Strategic Management	4
2	International Business	4	2	Entrepreneurship and Small Business Management	4
Choose any one Specialization					
Marketing					
1	Consumer Behavior & Marketing Research	4	1	Sales and Retail Management	4
2	Services Marketing and CRM	4	2	Project Work	4
3	Advertising and Brand Management	4	3	Viva-voce	4
Finance					
1	Security Analysis and Portfolio Management	4	1	Management of Financial Services	4
2	Financial Markets and Derivatives	4	2	Project Work	4
3	Strategic Financial Management	4	3	Viva-voce	4
HRM					
1	Human Resource Planning and Development	4	1	International HRM	4
2	Industrial Relations	4	2	Project Work	4
3	Employee cooperation and welfare Management	4	3	Viva-voce	4
Semester Total		20	Semester Total		20
Grand Total Credits					80