

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY
LUCKNOW



Teaching and Evaluation Scheme

For

MBA Main Second Year

AS PER AICTE MODEL CURRICULUM

(Effective from the Academic Session: 2021-22)

**GUIDELINES FOR SUMMER INTERNSHIP (III SEMESTER) AND RESEARCH
PROJECT REPORT(IV SEMESTER)**

SUMMER TRAINING PROJECT REPORT

1. At the end of the second semester examination, it is mandatory for every student of MBA to undergo on-the-job practical training in any manufacturing, service or financial organization. The training will be of 6 to 8 weeks duration. The college/institute will facilitate this compulsory training for students.
2. During the training, the student is expected to learn about the organization and analyze and suggest solutions to a live problem. The objective is to equip the students with the knowledge of actual functioning of an organization and problems faced by them for exploring feasible solutions.
3. During the course of training, the organization (where the student is undergoing training) will assign a problem/project to the student.
4. The student, after the completion of training will present the work to his / her faculty guide / mentor. Guide will assess student's contribution and will award internal marks out of 50. Thereafter students will submit a report to the College/Institute which will form part of the third semester examination. However, the report must be submitted by the end of October 30.
5. The report (based on training and the problem/project studied) prepared by the student will be known as Summer Training Project Report. The report should ordinarily be based on primary data. It should reflect in depth study of a micro problem, ordinarily assigned by the organization where the student undergoes training. Relevant tables and bibliography should support it. One comprehensive chapter must be included about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance products/services and problem faced. This chapter will form part 1 of the report. Part 2 of the report will contain the study of micro research problem. The average size of report ordinarily will be of minimum 100 pages in standard font size (12) and double spacing. Two neatly typed (one sided only) and soft bound copies of the report will be submitted to the College/Institute. The report will be typed on A-4 size paper.
6. The report will have three certificates, one by the Head of the Department, another by the Faculty guide and third one from reporting officer of the organization where the student has undergone training. These three certificates should be attached in the beginning of the report.
7. The Summer Training Project Report will carry 150 marks and will be evaluated by two examiners (external and internal). The evaluation will consist of (1) Project Report evaluation (2) Project Presentation and Viva Voce.
8. The Project Report evaluation will comprise of 50 sessional marks and would be evaluated by internal project guide. The Presentation and Viva Voce would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the awards given by the examiners is 30 or more marks, the project report will be referred to a third examiner. Only such person will evaluate the project report who has minimum three years of experience of teaching MBA classes in a College/University. Experience of teaching MBA classes as guest faculty shall not be counted.
9. The parameters on which external evaluation would be carried out are as under:

Project Report Evaluation:

Evaluation Criteria & Marks	Understanding of objectives with topic (20)	Understanding of Relevance of topic (20)	Interpretation & Analysis (20)	Presentation (20)	Query handling (20)
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10. It is mandatory that the student will make presentation in the presence of teachers and students. The student is expected to answer to the queries and questions raised in such a meeting.
11. The student shall prepare the Summer Training Project Report as per the format given in the Summer Training Manual as prescribed by the University
12. In the beginning of III semester and before commencement of regular classes each student has to choose dual specialization of his/her choice or interest. University offers dual specialization in area Human Resource Management (HR), Marketing Management (MM), Financial Management (FM), International Business (IB) and Information Technology (IT) and Operations Management (OM). Institute shall help students to choose specialization by conducting workshop, Industry Interaction etc.
13. Institute has a right to close the date of choosing area of specialization in order to smooth functioning of classes and department and effective utilization of resources. However, this process shall complete before commencement of regular classes.

RESEARCH PROJECT REPORT (RPR)

1. In fourth semester, the candidates will have to submit a Research Project Report on a problem/topic (from the specialization areas) to be assigned by the MBA department under the supervision of a core faculty member of the department.
2. The Research Project Report will carry 150 marks.
3. The evaluation of the project report will be done by two examiners (external & internal). The evaluation will consist of (1) Evaluation of Project Report (2) Presentation and Viva Voce.
4. The evaluation of Project Report will comprise of 50 marks and would be evaluated by the internal guide.
5. The evaluation of Viva Voce of Project would comprise of 100 marks and would be evaluated by two examiners (1 external and 1 internal). The average of the marks awarded by the 2 examiners will be taken into account for the results. In case the difference in the marks given by the examiners is 30 or more, the project report will be referred to a third examiner. In such cases the average of two closer awards (given by three examiners) will be taken into account for the results.
6. The report will contain the objectives and scope of the study. Research Methodology, use and importance of the study, analysis of data collected, conclusions and recommendations. It will contain relevant charts, diagrams and bibliography. A certificate of the supervisor and the Head of the MBA program certifying the authenticity of the report shall be attached therewith. The student will submit two copies of the report to the Head of MBA program. The number of pages in the report will be minimum 75 or more. The report should be typed in A-4 size paper. The parameter on which both evaluation (1 & 2) would be carried on would be on the basis of:

The scheme of evaluation for Project Report

Criteria & Marks	Relevance of Objectives with topic (10)	Relevance of Research Methodology(20)	Interpretation & Analysis (20)	Total (50)
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The scheme of evaluation of Viva voce

MBA MAIN SYLLABUS 2021-22

Evaluation Criteria and Marks	Understanding of Objectives with topic (20)	Understanding of the relevance of Research (20)	Interpretation & Analysis (20)	Presentation & Communication skills (20)	Query Handling (20)	Total (100)
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MBA II Year Teaching and Evaluation Scheme
W.E.F. Academic Session 2021-22
(In Accordance with AICTE Model Curriculum & New Education Policy)

SEMESTER III

SNo	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN301	STRATEGIC MANAGEMENT	4	0	0	30	20	0	50	100	0	150	3
2	KMBN302	INNOVATION AND ENTREPRENEURSHIP	4	0	0	30	20	0	50	100	0	150	3
3	KVE 301	Universal Human Values and Professional Ethics	3	1	0	30	20	0	50	100	0	150	3
4		Elective- 1 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
5		Elective -2 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
6		Elective -1 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
7		Elective -2 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
8	KMBN308	Summer Training Project Report & Viva Voce	0	2	0	0	50	0	50	0	100	150	4
		TOTAL										1200	25

SEMESTER IV

SNo	Codes	SUBJECT	PERIODS			INTERNAL EVALUATION SCHEME				END SEMESTER EVALUATION		TOTAL	CREDIT
			L	T	P	CT	TA	PS	TOTAL	TE	PE		
1	KMBN401	Emerging Technologies in Global Business Environment	4	0	0	30	20	0	50	100	0	150	3
2		Elective- 3 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
3		Elective -4 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
4		Elective- 5 Specialization Group-1	4	0	0	30	20	0	50	100	0	150	3
5		Elective -3 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
6		Elective -4 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3
7		Elective -5 Specialization Group-2	4	0	0	30	20	0	50	100	0	150	3

8	KMBN408	Research Project Report & Viva Voce	0	2	0	0	50	0	50	0	100	150	4
		TOTAL										1200	25

Specialization Group: HUMAN RESOURCE (HR)

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN HR01	TALENT MANAGEMENT
2	KMBN HR02	EMPLOYEE RELATIONS AND LABOUR LAWS

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN HR03	HR ANALYTICS
2	KMBN HR04	PERFORMANCE AND REWARD MANAGEMENT
3	KMBN HR05	INTERNATIONAL HRM

Specialization Group: MARKETING (MK)

Elective Subjects in III Semester

S.No.	Code	Course Title
1	KMBN MK01	CONSUMER BEHAVIOUR AND MARKETING COMMUNICATION
2	KMBN MK02	MARKETING ANALYTICS

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN MK03	B2B AND SERVICES MARKETING
2	KMBN MK04	SALES AND RETAIL MANAGEMENT
3	KMBN MK05	SOCIAL MEDIA AND WEB ANALYTICS

Specialization Group: FINANCE (FM)**Elective Subjects in III Semester**

S.No.	Code	Course Title
1	KMBN FM01	INVESTMENT ANALYSIS AND PORTFOLIO MANAGEMENT
2	KMBN FM02	FINANCIAL PLANNING AND TAX MANAGEMENT

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN FM03	FINANCIAL DERIVATIVES
2	KMBN FM04	FOREIGN EXCHANGE AND RISK MANAGEMENT
3	KMBN FM05	FINANCIAL AND CREDIT RISK ANALYTICS

Specialization Group: INTERNATIONAL BUSINESS (IB)**Elective Subjects in III Semester**

S.No.	Code	Course Title
1	KMBN IB01	INTERNATIONAL BUSINESS MANAGEMENT
2	KMBN IB02	EXPORT IMPORT DOCUMENTATION

Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN IB03	INTERNATIONAL LOGISTICS
2	KMBN IB04	CROSS CULTURAL MANAGEMENT
3	KMBN IB05	INTERNATIONAL TRADE LAWS

Specialization Group: INFORMATION TECHNOLOGY (IT)**Elective Subjects in III Semester**

S.No.	Code	Course Title
1	KMBN IT01	DATA ANALYTICS FOR BUSINESS DECISIONS

2	KMBN IT02	AI AND ML FOR BUSINESS
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Elective Subjects in IV Semester

S.No.	Code	Course Title
1	KMBN IT03	DATA BASE MANAGEMENT SYSTEM
2	KMBNI T04	CLOUD COMPUTING FOR BUSINESS
3	KMBN IT05	BUSINESS DATA WAREHOUSING & DATA MINING

Specialization Group: OPERATION MANAGEMENT (OM)**Elective Subjects in III Semester**

1	KMBN OM 01	SUPPLY CHAIN & LOGISTICS MANAGEMENT
2	KMBN OM 02	OPERATIONS PLANNING & CONTROL

Elective Subjects in IV Semester

3	KMBN OM 03	QUALITY MANAGEMENT
4	KMBN OM 04	PROJECT & SOURCING MANAGEMENT
5	KMBN OM 05	MANAGEMENT OF MANUFACTURING SYSTEM