

DR. BABASAHEB AMBEDKAR MARATHWADA UNIVERSITY
Chhatrapati Sambhajnagar.



CIRCULAR /SU/CM/NEP PG-I Year/30/2024

It is hereby inform to all concerned that, on the recommendation of the Dean, Faculty of Commerce & Management; **the Hon'ble Vice-Chancellor has accepted Executive M.B.A [Industry Embedded] as per National Education Policy-2020" for concernerd University Department** under the Faculty of Commerce & Management. in his emergency powers under Section 12 [7] 12 [8] of the Maharashtra Public University Act, 2016 on behalf of the Academic Council.

This is retrospective effect from the Academic Year 2024-25 and Onwards as per appended herewith.

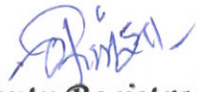
All concerned are requested to note the contents of this circular and bring notice to the students, teachers and staff for their information and necessary action.

University Campus,
Chhatrapati Sambhajnagar
-431 004.

REF.NO. SU/COM/2024-25/7149-58

Date:- 18-09-2024.

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Deputy Registrar,
Academic Section
Syllabus unit.

Copy forwarded with compliments to :-

- 1] **The Head, Department of Management Science, Dr. Babasaheb Ambedkar Marathwada University.**
- 2] The Director, University Network & Information Centre, UNIC, with **a request to upload this Circular on University Website.**

Copy to :-

- 1] The Director, Board of Examination & Evaluation,
- 2] **The Section Officer, [B.Com. Unit] Examination Branch,**
- 3] The Section officer, [Eligibility Unit],
- 4] **The Programmer [Computer Unit-1] Examinations,**
- 5] **The Programmer [Computer Unit-2] Examinations,**
- 6] The In-charge, [E-Suvidha Kendra], Rajarshi Shahu Maharaj Pariksha Bhavan, Dr. Babasaheb Ambekar Marathwada University.
- 7] The Public Relation Officer,
- 8] The Record Keeper.

REGULATIONS SPECIFIC TO
EXE. M.B.A. PROGRAMME
(Industry Embedded)
IN
UNIVERSITY DEPARTMENT OF
MANAGEMENT SCIENCE



Dr. Babasaheb Ambedkar Marathwada University,
Chhatrapati Sambhaji Nagar

(2024-25)

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1. INTRODUCTION: Exe. MBA (Industry Embedded)

Executive - Masters of Business Administration is an Industry Embedded Post-graduate degree program specifically designed for working professionals, administrators & entrepreneurs from various fields. Exe.MBA enables the students to earn academic credentials while continuing to hold their existing jobs, profession etc. Exe.MBA Program is comprised of a blended classroom teaching in evenings, on week-ends, online classes & tutorials, learnings from specified sources of online platforms etc. for effective learnings. The said program lasts for 24 months in duration. On completion of the Exe.MBA Program working professionals are better equipped to apply the management techniques & best practices to real-life situations.

2. ELIGIBILITY FOR ADMISSION:

- a. Candidates shall have passed any Bachelor's degree examination of any recognized University with not less than 50% (45% for SC/ST category belonging to Maharashtra State only) in any discipline recognized by the Association of Indian Universities.
- b. In addition to the graduate degree, Candidate must have minimum work experience of 3 years at Administrative/Professional/Managerial level in Private or Public Sector Undertakings, in and around the Aurangabad Region. Entrepreneurs with business experience of 3 years are also be eligible for admission. Candidate must submit a letter from the organisation where the candidate is serving, stating that candidate has three years of work experience.
- c. The admissions to the Exe.MBA program would be based on the successful completion of the Entrance Test conducted by the Department.
- d. The mode of study for the Exe.MBA program shall be Part-Time basis / on Weekends in blended mode and also the program learning comprises online courses from suggested learning platforms. The Executive MBA course shall be of two years consisting of Four Semesters. Duration of each semester shall be of 15 weeks from the date of the commencement of the semester.
- e. A limited number of admissions are offered to Foreign Nationals and Indians Living Abroad in accordance with the rules applicable for such admission, issued from time to time.
- f. If, at any time after admission, it is found that candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation etc., this matter shall be reported to the respective committee, recommending revoking the admission of the candidate.



- g. The institute reserves the right to cancel the admissions of any student and ask him to discontinue his studies at any stage of his career on the grounds of unsatisfactory academic performance, indiscipline or any misconduct.
- h. The admissions will be as per norms laid down by the Departmental Committee

3. DURATION

The duration of study shall be a minimum of 2 years and maximum of 4 years from the date of admission.

4. ADMISSION / PROMOTION CRITERIA

If candidate gets selected for UDMS Exe.MBA course through due admission process, he/she have to apply on the application form of the University provided with the prospectus. Once the candidate is admitted to the Exe.MBA course, the Student will be promoted to next semester, with full carry on; subject to the registration of candidate in every consecutive semester. Dropout student will be allowed to register for respective semester as and when the concerned courses are offered by the Department, subject to the condition that his/her tenure should not exceed more than twice the duration of Exe.MBA course from the date of first registration at UDMS. The admission of respective student will automatically get cancelled if he/she fails to complete the course in maximum period. (Four years/Eight Semesters)

5. MEDIUM OF INSTRUCTION:

The medium of instruction shall be in English.

6. CREDITS AND DEGREES

- i. A candidate who has completed all the requisite courses and Project work as prescribed and approved by the University for the Exe. MBA program with prescribed CGPA shall be eligible to receive the degree.
- ii. One Credit shall mean one teaching period of one hour per week for one semester (of 15 weeks) for theory courses

7. COURSES

The E-MBA program comprises of

- i. Core Course: A core course is course that a candidate admitted to particular P.G. program must successfully complete to receive the degree.
- ii. Elective Course: Elective courses as identified by the departmental committee are the options available as part of specialization. It means these courses are



given to the candidate as optional from which he/she have to opt for specialization.

- iii. Each course shall have a unique alphanumerical code.

For eg.

MANE402 Accounting for Managers

Here,

MAN means Management Science

E means Exe.MBA course

402 means Subject Code

- iv. The departmental committee shall design the core and elective courses including the detailed syllabus for this Exe. MBA program offered by the department. The department committee shall have the freedom to introduce new courses and / or to modify / redesign existing courses and replace any existing course with a new course to facilitate better exposure and training for the candidates.

8. EVALUATION SCHEME

- i. Each 4 Credit theory course will be of 100 Marks and be divided in to Internal Examination (Sessional) of 40 Marks and Semester End Examination of 60 Marks. (i.e. 40+60=100).
- ii. Each 2 Credit theory course will be of 50 Marks and be divided in to Internal Examination (Sessional) of 20 Marks and Semester End Examination of 30 Marks. (i.e. 20+30=50).
- iii. The Internal Evaluation shall be done on the basis of weekly exams, assignments, fieldwork, seminars, review writing etc.
- iv. Semester End Examination Evaluation Scheme**
- English shall be the medium of instruction and examination.
 - Examination shall be conducted at the end of each semester as per the academic calendar notified by department itself.
- The Semester End Examination theory question paper will have two parts (**10 + 50 = 60**) Marks for 4 Credit/100 marks course and (**05 + 25 = 30**) Marks for 2 Credit/50 marks paper.
- v. Separate Passing for both Internal and External Evaluations (Examinations) of every course is compulsory.
- vi. Minimum and Separate Passing Percentage for both Internal and External Evaluations (Examinations) is 40%.

a) For Project Work:

- i. Industry Embedded Project work in semesters I and II shall be based on the subjects being pursued in respective semesters.



- ii. Industry Embedded Case Study Development / Analysis in semester III shall be on the elective being pursued in semester III.
- iii. The Final Project work in Semester IV is in the form of a Capstone Project aimed at preparing the students, to apply the professional knowledge thus gained, to real-world scenarios and problems. The Capstone Project shall be carried out in the organization where they are currently employed & hence, solutions can be provided, documented, and presented for variety of problems at the workplace.
- iv. Project work in each semester would be monitored by a Project Guide from the Department whereas in the Fourth Semester Final Project, a mentor from the respective organization would also be the external guide under whose supervision, the student shall undertake the Final Project. The evaluation of the Final Project would be a crucial part of the assessment. The schedule and the components of the Final Project are as under

Sr. No.	Particulars	Date
1.	Synopsis Submission	As per UDMS Schedule.
2.	First Review	
3.	Second Review	
4.	Third Review	
5.	Final Review	
6.	Documentation/Report As per format	
7.	Submission of Report	
8.	Final Examination (Project Viva)	

- v. Every submission of Final Project carries marks for the assessment. The student will be expected to make a presentation/viva-voce of the project work towards the end of the respective semester.
 - vi. Out of aggregate 550 marks assigned to the final project report (Fourth Sem), 300 Marks are assigned to the concerned guide from the industry and 250 Marks are assigned to the Departmental Project Guide. Further the project report, presentation and viva-voce will be evaluated jointly by the internal and external examiner.
 - vii. Two typed copies of Project Report shall be submitted by the candidate to the concerned teacher for Evaluation.
- b) At the end of each semester the Committee of Department shall assign grades to the students and will prepare the result. Also, the Department will display the grade points and grades for the notice of students.



- c) Every student shall have the right to scrutinize answer sheets of mid semester/semester end examinations and seek clarifications from the faculty regarding evaluation of the sheets as per Grievance Schedule.

9. PROGRAM COORDINATOR

The Exe.MBA program will be monitored by the Program Coordinator designated for the program.

10. GRIEVANCE REDRESSAL SCHEME

The University shall form a Grievance Redressal Committee for this course in UDMS with the course teacher and HOD, which shall solve all grievances relating to the Assessment of the student.

11. GRADE AWARDS

- i. To pass the examination following credit-based grading system should be followed. A ten-point rating scale shall be used for evaluation of the performance of the student to provide a Letter Grade for each course and an overall grade for this course. Grade points are based on the total number of marks obtained by him/her in all the heads of the examination of the course. These grade points and their equivalent range of marks are shown separately in the following:

Table – I: Ten-Point grades and grade description

Sr. No.	Equivalent Percentage	Grade points for SGPA and CGPA	Grade	Grade Description
1.	90 – 100	9.00 – 10	O	Outstanding
2.	80 – 89.99	8.00 – 8.99	A++	Excellent
3.	70 – 79.99	7.00 – 7.99	A+	Exceptional
4.	60 – 69.99	6.00 – 6.99	A	Very Good
5.	55 – 59.99	5.50 – 5.99	B+	Good
6.	50 – 54.99	5.00 – 5.49	B	Fair
7.	45 – 49.99	4.50 – 4.99	C+	Average
8.	40 – 49.99	4.00 – 4.49	C	Below Average
9.	40	4.00	D	Mere Pass
10.	Below 40	0.00	F	Fail

- ii. **Table – II: Classification for the degree is given as follows**

Classification	Overall letter grade
First Class with distinction	<i>A+ and above</i>
First Class	<i>A</i>
Higher Second Class	<i>B+</i>

Second Class	<i>B</i>
Third Class	<i>C+ to D</i>
Fail	<i>F</i>

- iii. Nonappearance in any examination (i.e. Internal Tests/End Semester Examination/Practical/Seminar/Project Viva-voce) shall be treated as the student being absent for the examination. Minimum D grade shall be the limit to clear /pass the course/subject. A student with F grade will be considered as 'failed' in the concerned course and he/she has to clear the course by reappearing in the next successive semester examinations.
- iv. ***There will be no revaluation or recounting scheme under this system.***
- v. Using table – I, Semester Grade Point Average (SGPA) and then Cumulative Grade Point Average (CGPA) shall be computed. Results will be announced at the end of each semester and a Cumulative Grade Card with CGPA will be given on completion of the course.

12. COMPUTATION OF SGPA (SEMESTER GRADE POINT AVERAGE) & CGPA (CUMULATIVE GRADE POINT AVERAGE)

The computation of SGPA and CGPA will be as below:

- i. Semester Grade Point Average (**SGPA**) is the weighted average of points obtained by a student in a semester and will be computed as follows:

$$\text{SGPA} = \frac{\text{Sum}(\text{Course Credit} * \text{Number of Points in concern course gained by the student})}{\text{Sum (Course Credit)}}$$

The SGPA for all the six semesters will be mentioned at the end of every semester.

- ii. The Cumulative Grade Point Average (**CGPA**) will be used to describe the overall performance of a student in all semesters of the course and will be computed as follows:

$$\text{CGPA} = \frac{\text{Sum}(\text{All Four semester SGPA})}{\text{Total number of semesters}}$$

The SGPA and CGPA shall be rounded off to the second place of decimal.

13. RULE FOR OFFERING ELECTIVES

The minimum number of students required for offering an Elective /Specialization shall be a batch of a minimum of 5 students. In case the batch size is less than 5, students shall study in self-study mode.

14. GRADE CARD



The University shall issue a Grade Card for the student, containing the grades obtained by the student in the previous semester and his Semester Grade Point Average (SGPA)

The grade card shall list:

- (a) The title of the courses along with code.
- (b) The credits associated with the course,
- (c) The grade and grade points secured by the student,
- (d) The total credits earned by the student in that semester.
- (e) The SGPA of the student,
- (f) The total credits earned by the students till that semester and
- (g) The CGPA of the student (On Successful Completion of Programme).
- (h) Cumulative Grade Card

The grade card issued on completion of the program shall contain the name of the program, the department /school offered the program, the titles of the courses taken, the credits associated with each course, grades awarded, the total credits earned by the student, the CGPA and the class in which the student is placed.

15. 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 Dr. Babasaheb Ambedkar Marathwada University will be applicable as amended from time to time by the University. The students shall abide by all such Rules and Regulations.

16. Structure of E-MBA Program under CBC&GS

Sem	Course	Ref. No	Subject title	Credit	No. of Hrs. per Sem	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
I	Core Courses	MANE401	Organizational Management & Behavior	4	60	3	40	60	100
		MANE402	Accounting for Managers	4	60	3	40	60	100
		MANE403	Managerial Economics	4	60	3	40	60	100
		MANE404	Business Statistics and Research Methodology	4	60	3	40	60	100
		MANE405	Legal Aspects of Business	4	60	3	40	60	100
	Embedded course	MANE551	Industry Embedded Project-I	2	30	-	50	-	50
			Total	22	330		250	300	550

Sem	Course	Ref. No	Subject title	Credit	No. of	Exam	Marks	Total
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					Hrs. per Sem	Hrs.	Internal	End Sem Exam	
II	Core Courses	MANE406	Financial Management	4	60	3	40	60	100
		MANE407	Human Resource Management	4	60	3	40	60	100
		MANE408	Production & Operations Management	4	60	3	40	60	100
		MANE409	Marketing Management	4	60	3	40	60	100
		MANE410	Business Analytics	4	60	3	40	60	100
	Embedded course	MANE552	Industry Embedded Project-2	2	30	-	50	-	50
Total				22	330		250	300	550

Sem	Course	Ref. No	Subject title	Credit	No. of Hrs. per Sem	Exam Hrs.	Marks		Total	
							Internal	End Sem Exam		
III	Core Courses	MANE501	Business Policies and Strategic Analysis	4	60	3	40	60	100	
		MANE502	Business Environment	4	60	3	40	60	100	
	Specialization- Finance/Marketing/Human Resource Mgmt/Production and Operations									
	Elective Courses as per specialization (Any three)	*#Given in the following table	Elective Course I		4	60	3	40	60	100
			Elective Course II		4	60	3	40	60	100
			Elective Course III		4	60	3	40	60	100
			MANE553	Industry Embedded Case Study	2	30	-	50	-	50
	Total				22	330		250	300	550

*Table showing Electives as per specialization.

#Any three elective courses are to be pursued from the options mentioned from the respective specialization. The said electives are to be undertaken in online mode from SWAYAM / MOOC / Any other Online Platform in consultation and prior approval from the Program Coordinator. There will be no contact classes for these courses at UDMS and the student will have to solely rely on online platform for the classes and evaluation. At the end of the semester, the student has to show the credit certificate issued by the online platform (eg. Swayam, etc.) for getting due credit at the department.

Specialization- Finance

Sem	Course	Ref. No	Subject title	Credit	No. of Hrs. per Sem/Min3m Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (Finance) (Any three)	MANE503F	Money & Banking	4	60 -02	3	20	80	100
		MANE504F	Working Capital Management	4	60 -02	3	20	80	100
		MANE505F	Corporate Finance	4	60 -02	3	20	80	100
		MANE506F	Investment Management	4	60 -02	3	20	80	100
		MANE507F	Financial Decision Analysis	4	60 -02	3	20	80	100
		MANE508F	Financial Services	4	60 -02	3	20	80	100

Specialization- Marketing

Sem	Course	Ref. No	Subject title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (Marketing) (Any three)	MANE503M	Consumer Behavior	4	60 -02	3	20	80	100
		MANE504M	Advertising Management	4	60 -02	3	20	80	100
		MANE505M	Industrial Marketing	4	60 -02	3	20	80	100
		MANE506M	Brand Management	4	60 -02	3	20	80	100
		MANE507M	Sales & Distribution Management	4	60 -02	3	20	80	100
		MANE508M	Digital Marketing	4	60 -02	3	20	80	100

Specialization- Human Resource Management

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/ Minim Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (HRM) (Any three)	MANE503H	Management of Industrial Relations	4	60 -02	3	20	80	100
		MANE504H	Human Resource Planning and Development	4	60 -02	3	20	80	100
		MANE505H	Training and Development	4	60 -02	3	20	80	100
		MANE506H	Performance Management Systems	4	60 -02	3	20	80	100
		MANE507H	HRD – Strategies and Systems	4	60 -02	3	20	80	100
		MANE508H	Cross Culture and Global HRM	4	60 -02	3	20	80	100

Specialization- Production & Operations

Sem	Course	Ref. No	Subject title	Credit	No. of Hrs. per Sem/Min Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal	End Sem Exam	
III	Core Course (P&O) (Any three)	MANE503P	Production Planning & Control	4	60 -02	3	20	80	100
		MANE504P	Purchasing and Materials Management	4	60 -02	3	20	80	100
		MANE505P	Service Operations Management	4	60 -02	3	20	80	100
		MANE506P	Applied Operation Research	4	60 -02	3	20	80	100
		MANE507P	Logistics Management	4	60 -02	3	20	80	100
		MANE508P	World Class Manufacturing	4	60 -02	3	20	80	100

Sem	Course	Ref. No	Subject Title	Credit	No. of Hrs. per Sem/Minm Assessment/ Tutorial	Exam Hrs.	Marks		Total
							Internal assessment	External	
IV	Industry Embedded Project	MANB553	Industry Embedded Capstone Project	22	-	--	250	300	550
			Total	22	-				
GRAND TOTAL (I + II + III + IV Semesters)				88			1000	1200	2200



18. Program Learning Objective of an MBA (Executive) Program:

- (a) To give opportunity to executives/entrepreneurs / Professionals in Pune and surrounding regions to have management education.
- (b) To impart executives with the necessary knowledge, skills, values and attitudes to occupy managerial and administrative positions in business, industry, public systems and the government.
- (c) To impart to the students the latest and relevant knowledge from the field of management theory and practice.
- (d) To provide opportunities to the participants, within and outside the institutions, to develop necessary managerial aptitude and skills.
- (e) To develop executives effectively for managerial and administrative leadership positions.

