



KL UNIVERSITY

KL University, officially the **Koneru Lakshmaiah Education Foundation**, is a deemed to be university located in Vaddeswaram, Guntur District of Andhra Pradesh, India established in 1980. The university infused fresh ideas and improved the institution by adding new feathers such as MBA, BBA, Commerce, Law, Hotel Management, Visual Communication, and Architecture etc. In February 2009, the Koneru Lakshmaiah Education Foundation was recognized deemed to be University by the Ministry of Human Resources Development, Government of India Under UGC Act. 3A. KL University Business School is a feather in the cap of KLU. The institution is recognized by the All India Council for Technical Education, New_Delhi, has been accredited by the National Board of Accreditation, and is certified by ISO 9001 - 2000. It has been accredited by National Assessment and Accreditation Council with an "A" grade.

KL University Business School (KLUBS)

The KLU Business School (KLUBS) commenced its operations in 2009 and has been consistently pursuing its mission of excellence with great zeal and perseverance in the discipline of management and commerce education and research since then. The objectives of KLUBS include development of professional managers and professionals in finance, accounting and taxation for the corporate world, research and consultancy for various sectors. The cutting edge curriculum strives to impart students the necessary knowledge, managerial skills and decision making abilities coupled with right attitude. Management professionals need dynamism, innovation, creativity and entrepreneurial instincts. KLUBS stands committed to providing a professional environment perfectly conducive for acquiring the key managerial competencies. Students are mentored by eminent academicians

and industry professionals. To churn out effective managers, training is provided in soft skills and life skills.

K L University Hotel management (KLUHM)

The KLU Hotel Management (KLUHM) commenced its operations in 2012 and has been consistently pursuing its mission of excellence with great zeal and perseverance in the discipline of management education. The objectives of KLUHM include development of professional managers and professionals in Production, F&B and Front Office for the corporate hospitality sectors. The cutting edge curriculum strives to impart students the necessary knowledge, managerial skills and decision making abilities coupled with right attitude. Management professionals need dynamism, innovation, creativity and entrepreneurial instincts. KLUHM stands committed to providing a professional environment perfectly conducive for acquiring the key managerial competencies. Students are mentored by eminent academicians and industry professionals. To churn out effective managers, training is provided in soft skills and life skills.

KL UNIVERSITY VISION

To be a globally renowned University

KL UNIVERSITY MISSION

To impart quality higher education and to undertake research and extension with emphasis on application and innovation that cater to emerging societal needs through all-round development of students of all sections enabling them to be globally competitive and responsible citizens with intrinsic values

KLUBS VISION

To be a centre of excellence for value based management education.

KLUBS MISSION

To attain leadership in management education, research and consultancy through nurturing the students industry ready and make them responsible citizens of nation.

KLUBS OBJECTIVES

- To nurture young students to be effective managers capable of contributing value to organizations.
- To contribute to the body of knowledge through research and publications.
- To provide consultancy to industry for value creation by applying contemporary management concepts, theories and practices.
- To be a socially responsible business management and commerce education provider.

KLUHM VISION

A platform to sculpture the learner's to professional by binding innovative, international standardized education with leadership, entrepreneur skills and applied research.

KLUHM MISSION

To simplify the hospitality education , more effectively through goal orientation in promoting innovative skills, entrepreneurship with international industrial standards in collaborating with hospitality organizations.

KLUHM OBJECTIVES

- To contribute the body of knowledge through real time practices.
- To focus on fundamentals and concepts of hospitality industry.
- To create a blue print principles of inter and extra discipliners in industry.
- To provide industrial skills for further management roles.

**ACADEMIC REGULATIONS FOR BBA-MBA (Integrated)/
MBA (Dual) BHM/BHMCT
BBA-MBA-ACCA/MBA -ACCA PROGRAM**

(With effect from the academic year 2017-18)

This document supplements the University's rules and regulations to provide assistance to all BBA-MBA/ MBA/ BBA-MBA-ACCA / BHM / BHMCT / MBA-ACCA students. It is mandatory that every student shall abide by these academic regulations.

1.0 TERMINOLOGY

Academic Council: The Academic Council is the highest academic body of the University and is responsible for the maintenance of standards of instruction, education and examination within the University. Academic Council is an authority as per UGC regulations and it has the right to take decisions on all academic matters including academic research.

Academic Year: It is the period necessary to complete an actual course of study within a year. It comprises of two consecutive semesters i.e., Even and Odd semester.

Audited Course: It is a course of study which has neither evaluation component nor grade. **Assignments:** Assignments are given to students to continuously evaluate their learning effectiveness and to provide direction for their improvements.

Backlog Course: A course is considered to be a backlog course if the student has obtained a failure grade (F).

Basic Sciences: The courses of foundational nature in the areas of Mathematics, Physics, Chemistry, Biology etc., are offered in this category.

Betterment: Betterment is a way that contributes towards improving the students' grade in any course(s). It can be done by either (a) re-appearing or (b) re-registering for the course.

Board of Studies: Board of Studies (BOS) is an authority as defined in UGC regulations, constituted by Vice Chancellor for each department separately. They are responsible for curriculum design and update in respect of all the programs offered by a department.

Branch of Study: It is a branch of knowledge, an area of study or a specific program (like Civil Engineering, Mechanical Engineering, Computer science Electrical and Electronics Engineering, Electronics and communication, Biotechnology, Business Management, Technology Management, Health care Management, Banking and finance, Business analytics, Commerce, Creative arts and Media studies, Computer applications, Fine arts, Architecture, Law, Hotel Management etc.)

Case-Based Learning: Case study method is important learning and evaluation tool, through which simulated or real world business problems are analyzed. The students are tested for case studies in each subject. This reinforces their understanding of the concepts and their ability to apply the same in real-life situations

Certificate course: It is a course that makes a student gain hands-on expertise and skills required for holistic development. It is a mandatory course (as reflected in the program's curriculum structure) or optional course (as reflected in the program's curriculum structure) for the award of degree.

Change of Branch: Change of branch means transfer from one's branch of study to other.

Compulsory course: Course required to be undertaken for the award of the degree as per the program.

Course: A course is a subject offered by the University for learning in a particular semester.

Course Handout: Course Handout is a document, which gives complete plan of the course. It contains the details of the course viz. Course title, Course code, Pre-requisite, Credit structure, team of instructors, Course objectives, Course rationale, Course

Outcomes and the relevant syllabus, textbook(s) and reference books, Course delivery plan and session plan, evaluation method, chamber consultation hour, course notices and other course related aspects. In essence, course handout is an agreement between students (learners) and the instructor.

Course Outcomes: The essential skills that need to be acquired by every student through a course.

Course Specific Project: It is an applied project carried out as part of the course for understanding specific concepts.

Credit: A credit is a unit that gives weight to the value, level or time requirements of an academic course. The number of 'Contact Hours' in a week of a particular course determines its credit value. One credit is equivalent to one lecture hour per week or two hours per week of tutorials/ self-learning/ practical/ field work during a semester.

Credit point: It is the product of grade point and number of credits for a course.

Credit Transfer: The procedure of granting credit(s) to a student for course(s) undertaken at another institution.

Cumulative Grade Point Average (CGPA): It is a measure of cumulative performance of a student over all the completed semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.

Curriculum: Curriculum incorporates the planned interaction of students with instructional content, materials, resources, and processes for evaluating the attainment of Program Educational Objectives.

Degree: A student who fulfills all the Program requirements is eligible for the award of the degree.

Degree with Specialization: A student, who fulfills the entire Program requirements of her/his discipline and successfully completes a specified set of Professional elective courses in a specialized area, is eligible for the award of the degree with specialization.

Department: An academic entity that conducts relevant curricular and co-curricular activities, involving both teaching and non-teaching staff and other resources.

Detention in a course: Student who does not obtain minimum prescribed marks in continuous in-semester evaluation and /or minimum prescribed attendance in a course shall be detained in that particular course.

Directed Independent Study (DIS): Students are encouraged to take up independent study for self-development under the guidance of faculty members.

Dropping from the Semester: A student who doesn't want to register for the semester should do so in writing in a prescribed format before commencement of the semester.

Elective Course: A course that can be chosen from a set of courses. An elective can be Professional Elective, Open Elective, Management Elective, Sectoral Elective, Humanities Elective, Modular Elective etc.

Engineering Sciences: The courses belonging to basic evolutionary aspects of engineering from Mechanical Sciences, Electrical Sciences and Computing like Engineering Mechanics, Data structures, Network Theory, Signal Analysis etc...

Evaluation: Evaluation is the process of judging the academic work done by the student in her/his courses. It is done through a combination of continuous in-semester assessment and semester end examinations.

Foundation courses: The courses that constitute essential course sets which are of foundational nature and are necessary to be

completed for seeking enrolment in to the Specialisation courses.

Grade: It is an index of the performance of the students in a said course. Grades are denoted by alphabets.

Grade Point: It is a numerical weight allotted to each letter grade on a 10 - point scale.

Honors Degree: A student who fulfills all the Program requirements of her/his discipline and successfully completes a specified set of additional courses within the same program is eligible to receive an Honors degree.

Humanities Elective: A course offered in the area of Liberal Arts.

Industrial Training: Training program undergone by the student as per the academic requirement in any company/firm. It is a credited course.

Industrial Visit: Visit to a company/firm as per the academic requirement.

Internship module: It is industrial training program with minimum duration of 8 to 12 weeks depending upon the program.

In-Semester Evaluation: Summative assessments used to evaluate student learning, acquired skills, and academic attainment during a course.

Live projects: It is an applied project carried out as part of the course for understanding specific concepts of a course by carrying out a study in select organisations.

Make-up Test: An additional test scheduled on a date other than the originally scheduled date.

Management elective: A course that develops managerial skills and inculcates entrepreneurial skills.

Management Research Project (MRP) : Course that a student has to undergo during his/her final year which involves the student to undertake empirical research, which is carefully planned to achieve a particular aim. It is a credit based course.

Mini project: Mini Project is a credit-based course that a student has to undergo during his/her academic term, which involves the student to explore in a discipline belonging to their research interest within their program area.

Minor Degree: A student who fulfills all the Program requirements of her/his discipline and successfully completes a specified set of courses from another discipline is eligible to receive a minor degree in that discipline.

Modular Electives: It is a set of specialization courses offered as part of ERP. **Multi- Section Course:** Course taught for more than one section.

Open Elective: This is a course of interdisciplinary nature. It is offered across the University for all programs.

Operational Work-Out: It is part of select few courses, offered under active learning that facilitates application of thematic learning. It carries certain weightage within that particular course.

Over loading: Registering for more number of credits than normally prescribed by the program in a semester.

Practice School: It is a part of the total program and takes one full semester in a professional allocation, where the students and the faculty get involved in finding solutions to real-world problems. A student can choose Project/Practice School during one semester of his/her Academic Year as suggested by BoS of respective department, to meet the final requirements for a degree.

Pre-requisite: A course, the knowledge of which is required for registration into higher level course.

Professional Core: The courses that are essential constituents of each Professional discipline are categorized as Professional Core courses for that discipline.

Professional Elective: A course that is discipline centric. An appropriate choice of minimum number of such electives as specified in the program will lead to a degree with specialization.

Program: A set of courses offered by the Department. A student can opt and complete the stipulated minimum credits to qualify for the award of a degree in that Program.

Program Educational Objectives: The broad career, professional, personal goals that every student will achieve through a strategic and sequential action plan.

Project: Course that a student has to undergo during his/her final year which involves the student to undertake a research or design, which is carefully planned to achieve a particular aim. It is a credit based course.

Project based laboratory: Project Based Laboratory is a student-centric learning methodology that involves students in design, problem-solving, decision making, and investigative activities; gives students the opportunity to work in teams, over extended periods of time; and culminate in realistic products or presentations

Reading seminars: It is an active learning technique as part of the course for understanding specific concepts by means of referring articles and presenting the summary.

Re-Appearing: A student can reappear only in the semester end examination for the Theory component of a course, subject to the regulations contained herein.

Registration: Process of enrolling into a set of courses in a semester/ term of the Program.

Re-Registering: A student desiring to repeat a course is permitted to do so, subject to the regulations contained herein.

Sectoral Elective: Focused elective courses that are offered to meet the career aspirations of a student in identified industrial sectors that pave better placement opportunities.

Semester: It is a period of study consisting of 15 to 18 weeks of academic work equivalent to normally 90 working days including examination and preparation holidays. The odd Semester starts normally in July/ August and even semester in December.

Semester End Examinations: It is an examination conducted at the end of a course of study.

Single Section Course: Course taught for a single section.

Social Service: An activity designed to promote *social* awareness and generate well-being; to improve the life and living conditions of the society.

Student Outcomes: The essential skill sets that need to be acquired by every student during her/his program of study. These skill sets are in the areas of employability, entrepreneurial, social and behavioral.

Substitution of Elective course: Replacing an elective course with another elective course as opted by the student.

Summer term: The term during which courses are offered from May to July. Summer term is not a student right and will be offered at the discretion of the University.

Term Paper: A *term paper* is a research report written by students that evolves their course-based knowledge, accounting for a grade. Term paper is a written original research work discussing a topic in detail. It is a credit based course.

Under-loading: Registering for lesser number of credits than normally prescribed by the Program in a semester.

Withdrawal from a Course: Withdrawing from a Course means that a student can drop from a course within the first two weeks of the odd or even Semester (deadlines are different for summer sessions). However s/he can choose a substitute course in place of it by exercising the option within 5 working days from the date of withdrawal.

2.0 PROGRAMS OFFERED BY KLUBS:

KL University Business School offers following programs:

- ✱ Two year Master of Business Administration (MBA) – Dual Specialization (*Marketing/ Finance/ HR/ Business Analytics /Digital marketing*).

- * Two year MBA - ACCA
- * Five year BBA–MBA-ACCA under integrated mode.
- * Five year BBA-MBA program under integrated mode.
- * Three Year BHM Program.
- * Four Year BHMCT Program.

2.1 Award of BBA- MBA Integrated Degree:

The candidates who are admitted to the undergraduate program BBA-MBA (Integrated) will be awarded the degree subject to the fulfillment of all the requirements as specified in the *table: 1*

- ❖ If the student opts out from this program, after completion of Three years She/He will be awarded Bachelor of Business Administration (BBA) subjected to fulfillment of requirements of such a degree
- ❖ If the students opts out from this program, after completion of Four years She/He will be awarded Bachelor of Business Administration with Honors (BBA-Honors) subjected to fulfillment of requirements of such a degree
- ❖ If the students completes five years of program She/He will be awarded the following degrees: Bachelor of Business Administration (BBA) & Master of Business Administration (MBA) Subject to fulfillment of requirements for the degrees
- ❖ If the student opts out from this program, after completion of Three years She/He will be awarded Bachelor of Hotel Management (BHM) subjected to fulfillment of requirements of such a degree.
- ❖ If the students opts out from this program, after completion of Four years She/He will be awarded Bachelor of Hotel Management and Catering Technology (BHMCT)

2.2 Award of BBA-MBA/BBA-MBA-ACCA Integrated Program

The candidates who are admitted to the undergraduate

program BBA-MBA (Integrated)/BBA-MBA-ACCA will be awarded the degree subject to the fulfillment of all the requirements as specified in the *table: 1* and also as per following guidelines.

1. A candidate shall be eligible for the award of **BBA-MBA (Integrated)/ BBA-MBA-ACCA** degree if s/he satisfies the minimum academic requirements in every course. **For the award of degree a student must have obtained a minimum CGPA of 4.50.**
2. Degree with Second class will be offered to those having CGPA < 5.5
3. Degree with First class will be offered to those having CGPA between 6.5 to 7.5
4. Degree with first class and distinction will be offered to those having CGPA \geq 7.5 provided the student has cleared all the courses in first attempt within the stipulated time.

2.3 Award of BHM/BHMCT Program

The candidates who are admitted to the undergraduate program **BHM / BHMCT** will be awarded the degree subject to the fulfillment of all the requirements as specified in the *table: 1* and also as per following guidelines.

1. A candidate shall be eligible for the award of **BHM / BHMCT** degree if she/he satisfies the minimum academic requirements in every course. **For the award of degree a student must have obtained a minimum CGPA of 4.50.**
2. Degree with Second class will be offered to those having CGPA < 5.5
3. Degree with First class will be offered to those having CGPA between 6.5 to 7.5
4. Degree with first class and distinction will be offered to those having CGPA \geq 7.5 provided the student has cleared all the courses in first attempt within the stipulated time

2.4 Award of Post graduate Degree in MBA (Marketing/ HR/ Finance/Business Analytics/Digital Marketing) / MBA-ACCA

The candidates who are admitted to the Post graduate program in MBA (Marketing/ HR/ Finance/Digital Marketing/Business Analytics) / MBA-ACCA will be awarded the degree subject to the fulfillment of all the requirements as specified in the *table: 1* and also as per following guidelines.

1. A candidate shall be eligible for the award of MBA degree if s/he satisfies the minimum academic requirements in every course. **For the award of degree a student must have obtained a minimum CGPA of 5.50.**
2. Degree with Second class will be offered to those having CGPA < 6.5
3. Degree with First class will be offered to those having CGPA between 6.5 to 7.5
4. Degree with first class and distinction will be offered to those having CGPA \geq 7.5 provided the student has cleared all the courses in first attempt within the stipulated time

| S.NO | Degree | Program Duration in number of Years | No.of Minimum Credits to be Secured | Minimum CGPA | Duration of Internship in Weeks | Research Project | Maximum Time Period |
|------|--------------|-------------------------------------|-------------------------------------|--------------|---------------------------------|------------------|---------------------|
| 1 | BBA-MBA | 5 | 225 | 4.5 | 44 Weeks | Yes | 8 Years |
| 2 | BBA-MBA-ACCA | 5 | 225 | 4.5 | 44 Weeks | Yes | 8 Years |
| 3 | MBA | 2 | 107 | 5.5 | 12 Weeks | Yes | 4 Years |
| 4 | MBA-ACCA | 2 | 107 | 5.5 | 12 Weeks | Yes | 4 Years |
| 5 | BHM | 3 | 127 | 4.5 | 28 Weeks | Yes | 6 Years |
| 6 | BHMCT | 4 | 167 | 4.5 | 44 Weeks | yes | 7 Years |

3.0 ELIGIBILITY FOR ADMISSIONS INTO MBA (Dual)/ MBA – ACCA PROGRAM:

Admission in to MBA program shall be made subjected to the eligibility criteria, qualifications and specialization prescribed by the University for each Program, from time to time.

- 1.1. Candidates should have passed 10+2+3 (or) 4 years of education or equivalent Examination, from Govt. of India recognized institutions / universities and shall have a minimum of 50% marks or equivalent CGPA.
- 1.2. Admissions shall be made either on the basis of merit rank obtained by the qualifying candidates at an Entrance Test (written or oral interview) conducted by the KL University or on the basis of CAT/MAT/ATMA/XAT/ICET/TAT score, subject to reservations prescribed by the University from time to time.

3.1. ELIGIBILITY FOR ADMISSIONS IN TO BBA-MBA/BBA-MBA with ACCA PROGRAM:

Admission in to BBA-MBA program shall be made subjected to the eligibility criteria, qualifications and specialization prescribed by the University for each Program, from time to time.

- 3.1.1 Candidates should have passed 10+2 years of schooling or equivalent Examination, from recognized school leaving certificate examination boards and shall have a minimum of 50% marks or equivalent CGPA.
- 3.1.3 Admissions shall be made either on the basis of merit rank obtained by the qualifying candidates at an Entrance Test (written or oral interview) conducted by the KL University subject to reservations prescribed by the University or Government policies from time to time.

3.1.4 For foreign students who wish to study at the University, please refer to the Foreign Student Admission Procedures stated separately and comply with the study requirements recommended by the Ministry of Human Resource Development, Govt. of India.

4.0 COURSE WORK:

2.1 A Candidate after securing admission must pursue all the courses of study as per the specified duration.

2.2 Normally a semester consists of 80 to 90 instructional days including examination days and preparation holidays.

A candidate has to successfully complete Internship as per the specifications notified in the program and earn a grade as stipulated in these guidelines.

The registration of a candidate is valid for a period equal to twice the prescribed duration of the Program from the date of registration.

4.1 ELIGIBILITY TO APPEAR FOR SEMESTER END EXAMINATION

2.3 A candidate shall be deemed to have eligibility to write comprehensive examination in a course if he has put in at least 75% of attendance and 40% of internal marks in each course and detention will be course based.

2.4 Condonation of shortage of attendance up to 10% i.e., from 65% and above and less than 75% may be given by the university based on the recommendation of the Dean, Academics prior to commencement of Examinations.

2.5 Condonation in view of shortage of attendance may be granted only on genuine and valid medical reasons on representation by the candidate with supporting evidence.

2.6 If the candidate does not satisfy the attendance requirement, he is detained for want of attendance and shall re-register again for that course

4.2MBA/ MBA-ACCA PROGRAM CURRICULUM

For an academic program the curriculum is the basic framework that will stipulate the credits, category, course code, course title, course delivery (Lectures / Tutorials / Practice / Project/ Self Study / Capstone Design etc.), in the Choice Based Credit System. However all such are essentially designed, implemented and assessed on Outcome Based Education Framework.

4.3 Program Structure

- a) **MBA/MBA-ACCA** program is spread over a span of 4 semesters.
- b) Each semester is of, approximately 16 - 18 weeks duration and each semester is classified as:
 - ❖ Odd Semester (July/August – December)
 - ❖ Even Semester (December/January – April/May).
- c) In addition to the above mentioned semesters, the university may offer summer term during May and June.
- d) All courses are offered under three categories vis-à-vis. Even and odd and semester courses.
- e) Subject to the maximum permissible limit in each course, as specified by the University from time to time, students have independence to choose courses of their own choice prescribed by the University.
- f) From 3rd Semester, onwards a student can register for a maximum of 2 specializations to claim dual specialization in MBA (HR/Marketing/Finance/Digital Marketing/Business Analytics) and in case of MBA-ACCA program the student shall take ACCA prescribed courses as a part of curriculum. This is not applicable when student exercises the overloading option (while doing additional project work/practice school/Minor degree/Honors degree program/ specialization).

- g) A student can enroll into internship at the end of 1st year usually during summer.

4.4 Course Structure

- a) Every course has a Lecture-Tutorial-Practice (L-T-P) component attached to it.
- b) Based upon the LTP structure the credits are allotted to a course using the following criteria.
- Every lecture hour is equivalent to one credit.
 - Every Tutorial/Practice hour is equivalent to half credit.
 - If the calculated value of credit is a fraction, it is rounded to the lower number.

4.5 Course Classification

Any course offered under post graduate program is classified as:

| Types of Courses |
|--|
| CDCs (Compulsory disciplinary courses) |
| IT Courses |
| Specializations |
| Sectoral Specialization |
| Internship Program |
| Research Project |
| ERP (Applicable for MBA) |
| MRP/CRP |

4.6 Course Precedence:

- a) Every course may/may not have one or more of its preceding course(s) as prerequisite(s).
- b) To register for a course, the student must successfully complete the course(s) earmarked as pre-requisite(s) in case specified for that course.
- c) In any course if a student appears for semester end exam or is declared eligible for the same, s/he is deemed to have met the prerequisite.

- d) The Dean Academics after consulting with Department concerned has the prerogative to waive the prerequisite (if it is satisfied through a test) if the student has gained sufficient proficiency to take up the course.
- e) Compulsory core courses can be chosen by the students of the respective disciplines only. However, the students of a particular discipline can register for specialization/ discipline / interdisciplinary minor / compulsory discipline courses of other disciplines provided they have met the pre-requisite or when pre requisite is waived by Dean Academics.
- f) A student is permitted to choose sectoral specialization in case of MBA program based on his/her preferences, career prospects and his/her basic degree.
- g) An elective course may be offered, only if a minimum of 20% of total strength of students registered for the course.

4.7 Summer Term Courses:

The University may offer summer term courses, as per the necessity from time to time.

- a) A student may register for course/s in each summer term by paying the stipulated fee. Students registering for more than one (1) summer course have to ensure that there is no clash in the time table. In any case, a student can register only for a maximum of 3 courses during summer term.
- b) Summer course is not student's right and will be offered based on availability of faculty and other institute resources.

5.0 EVALUATION PROCEDURES (CONTINUOUS)

The performance of a candidate in each semester shall be evaluated course-wise, with a maximum of 100 marks per course, on the basis of *formative* and *summative* Evaluation.

5.0.1 *Summative evaluation* shall be carried out at the end of the semester by conducting a Comprehensive Examination which carries 50% weightage in the aggregate marks.

5.0.2 *Formative evaluation* shall be carried out on a continuous basis by the Course Instructor as a part of in-semester examination with one or more methods of evaluation. This carries a weightage of 50% of aggregate marks.

5.0.3 A candidate shall be deemed to have secured the minimum academic requirement in a course if he secures a minimum of 40% of marks in the Comprehensive Examination. (separately in the theory and lab components). The same is applicable for laboratory courses also.

5.0.4 In case a candidate does not secure the minimum academic requirement in any of the courses (as specified in Table 1) S/He has to re-appear for the Comprehensive Examination when ever that examination is conducted next in that course.

5.0.5 In case a candidate is detained for want of attendance or other reasons, he should repeat the course when offered next on the campus or do any other specified course as may be prescribed.

5.1 In-Semester Examinations Methods:

A student's academic progress is examined continuously through one or more of the following methods as decided by the Course Coordinator and duly approved by the Dean Academics.

- * *Comprehensive Written exam*
- * *Assignment*
- * *Operational work out*
- * *Quiz*

- * *Mini Project Report*
- * *Reading seminar*
- * *Review*
- * *Seminar*
- * *Group Discussion*
- * *In Class Participation / Active Learning*
- * *Case Study*
- * *Book reviews*
- * *Capstone Design Project*
- * *Simulation*

- a) The in-semester examinations and the Semester-End Examinations will be conducted as per the Academic Calendar approved by Academic Council.
- b) As per the necessity, the Supplementary examinations will be conducted at the discretionary decision of Vice Chancellor.
- c) Students shall have to take more than one examination in a day either during Semester End Examinations / Supplementary examination as per the schedule given .

5.1.1 In-Semester Evaluation

- a) The process of evaluation should be continuous throughout the semester and involves components as listed in section **5.1**.
- b) The maximum distribution of marks for In-Semester evaluation must not exceed 50% of aggregate marks of the course.
- c) The distribution of weightage for various evaluation components will be decided and notified by the course coordinator through the course handout after approved by the Dean Academic, at the beginning of the semester.
- d) In order to maintain transparency in evaluation, answer scripts will be shown to the students for verification, within

one week of conduct of exam. If there is any discrepancy in evaluation, the student can request the course coordinator to re-evaluate.

- e) The solution key and scheme of evaluation for all examinations will be displayed in the appropriate web portal of the course, within 2 days after the conduct of examination, by the course coordinator.
- f) No correction is permitted once the course coordinator submits the marks/grades to the Controller of Examination.
- g) In case the student is unable to appear for any such examination owing to medical grounds, participation in extra/ co curricular activities representing University/ state/ country; make up examination may be conducted as per the discretion of the Director / Principal of concerned College/ school.

5.2 Detention policy

- a) In any course, a student has to maintain a minimum of 75% attendance and must secure a minimum of 40% marks in In-Semester Examinations to be eligible for appearing to the Semester End Examination, failing to fulfill these conditions will deem such student to have been detained in that course.
- b) However the following are the special cases where the lack of attendance can be condoned:
 - i. Up to a maximum of 10% on medical grounds, in which case the student must submit the medical certificate from any recognized medical practitioner.
 - ii. Up to a maximum of 10% if the student represents the University / State / Country in any Extra / Co curricular activities.
 - iii. The maximum extent to which a student can be condoned is 10%, and any student with less than 65% is deemed to be detained.

5.3 Semester End Examination

- a) The minimum weightage for Semester End Examination is 50% of the aggregate marks in the ratio of credits allotted for Lecture (L) +Tutorial (T) to Practicals (P).
- b) The pattern and duration of such examination will be decided and notified by the Course Coordinator through the Course handout, after approval from the Dean Academics.
- c) In order to maintain transparency in evaluation, answer scripts will be shown to the students for verification upon request. If there is any discrepancy in evaluation, the student can request the course coordinator to re-evaluate.

5.4 Reports/Grades

5.4.1. Grading Process

- a) At the end of all evaluation components based on the performance of the student, each student is awarded based on **absolute grading system**. The list of absolute grades and its connotation are given below:

| GRADE | GRADE POINTS | RANGE | |
|------------------|--------------|-------|-----|
| O (Outstanding) | 10 | 85 | 100 |
| A+(Excellent) | 9 | 80 | <85 |
| A(Very Good) | 8 | 65 | <80 |
| B+(Good) | 7 | 60 | <65 |
| B(Above Average) | 6 | 50 | <60 |
| C(Average) | 5 | 45 | <50 |
| P (Pass) | 4 | 40 | <45 |
| F(Fail) | 0 | <40 | - |
| Ab (Absent) | 0 | - | - |

- b) 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 and the sum of the number of credits of all the courses undergone by a student, in a semester.

$$\text{i.e SGPA (S}_i\text{)} = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

where 'C_i' is the number of credits of the ith course and 'G_i' is the grade point scored by the student in the ith course.

- c) The CGPA is also calculated in the same manner taking into account all the courses undergone by a student over all the semesters of a program,

$$\text{i.e. CGPA} = \frac{\sum (C_i \times S_i)}{\sum C_i}$$

where S_i is the SGPA of the i^{th} semester and ' C_i ' is the total number of credits in that semester.

- d) The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.
- e) CGPA can be converted to percentage of marks : $10 \times \text{CGPA} - 7.5$
- f) A student who obtains F' grade has to reappear for all the components of Semester End examination.
- g) Audit/Certificate courses are graded as satisfactory or non-satisfactory only.
- h) At the end of each semester, the University issues grade sheet indicating the SGPA and CGPA of the student. However, grade sheet will not be issued to the student if he/she has any outstanding dues.

5.5 Betterment

- a) A student may reappear for semester end examination only in the theory part of the course for improving the grade, subject to the condition that, her/his CGPA is ≥ 6.75 . In the case of reappearing, the grade obtained in reappearance or the earlier grade whichever is better will be considered.
- b) A Student can re-register in any course at any time before the completion of his/her program provided the University permits.
- c) A student cannot reappear for semester end examination in courses like Industrial Training, courses with their L-T-P Structure 0-0-X, Minor Project, Major Project, Practice School and Term Paper.

- d) The student ceases to be eligible for award degree with Honors degree with First class and distinction, in case s/ he takes up the betterment option.

6.0 REGISTRATION PROCESS

For every course, the student has to undertake the registration process prior to commencement of the course-work, based on the following conditions;

- a) Registration into a course will be permitted only for such courses, which are offered by the program in that particular semester.
- b) In case a course has pre-requisites, all of them must be fulfilled.
- c) The University has the right to refuse registration process if a student does not turn up on the day of registration.
- d) Registration shall not be permitted after the fifth working day from the scheduled date of commencement of classes.
- e) Students can register for a maximum number of courses of the semester as prescribed by BoS of the program.
- f) Students, who have opted for specialization, can register for special set of courses
- g) The University reserves the right to withdraw any elective course offered within one week of the commencement of the semester if sufficient numbers of students have not registered or for any other reasons. In such cases, the students are permitted to register for any other elective course of their choice provided they have fulfilled the eligibility conditions. Incase of electives 30% of total strength shall opt to offer that elective in that semester
- h) The University reserves the right to cancel the registration of a student from a course or a semester or debar from the degree on disciplinary grounds.

- i) Within one week of the commencement of the semester, a student is permitted to substitute an elective course subject to availability with prior approval from Head/ Dean-Academics. However, a student is not permitted to withdraw from compulsory course and substitute the same with an elective course.
- j) A student is solely responsible to ensure that all conditions for proper registration are satisfied, and there are no timetable clashes. The registration may be cancelled for a course or the entire semester either by the student or by the University if any irregularity is found at a later stage.

7.0 CHANGE OF BRANCH

Change of branch is *not permitted*.

8.0 CREDIT TRANSFER

- a) Credit transfer from other University to K L University or vice versa is permitted
- b) Credit transfer from K L University to other University: Student studying in K L University can take transfer to another University subject to the following conditions:
 - i. K L University shall have signed MOU with the University.
 - ii. However, a student, after seeking transfer from K L University can return to K L University after a semester or year. Based on courses done in the other University, equivalent credits shall be awarded to such students.
- c) Credit transfer from another University to KL University: A student studying in another University can be transferred to K L University under the following conditions:
 - i. When a student seeks transfer, equivalent credits will be assigned to the student based on the courses studied by the student.
 - ii. The student, when transferred from other Universities, has to stick to the rules and regulations of K L University.

- iii. To graduate from K L University, a student shall have study at least half of the minimum duration prescribed for that program at KLU.

9.0 ACADEMIC COUNSELING BOARD (ACB)

Academic Counseling Board is constituted by the Dean, Academics, for each program separately. This board shall comprise of the Chairman, Board of Studies, of the relevant program, two (2) Professors and two (2) Associate Professors.

A student will be put before Academic Counseling Board in the following circumstances:

- (i) Has CGPA of less than 5.50.
- (ii) Has F' grade in multiple courses.

The students under Academic Counseling Board may not be allowed to register for all regular courses in the semester, based on the recommendation of Academic Counseling Board and decision of Dean, Academic.

10.0 BACKLOG COURSES

A course is considered to be a backlog if the student has obtained F'grade in the course; the student has to re-appear for all components of semester end examinations in that course. However, student must successfully complete such a course in a maximum of four (4) consecutive attempts, failing which s/he must re-register for that course or a substitute course. The decision for substitute course shall be obtained from the Dean, Academic, based on the recommendations of the Board of Studies.

11.0 RUSTICATION

A student may be rusticated from the University on disciplinary grounds, based on the recommendations of any committee or examination committee, by the Vice Chancellor.

12.0 AWARD OF DEGREES

A student having cleared all the courses and met all the requirements for the award of degree.

13.0 AWARD OF MEDALS

University awards Gold and silver medals to the top two (2) students based on CGPA. However,

1. The grade obtained by betterment, will not be considered for this award.
2. S/he must have obtained first class with distinction for the award of Gold or silver medal.

Any of the above rules can be altered at the discretion of the Vice Chancellor in special situations.

INNOVATIVE METHODOLOGIES OF KLUBS

Autonomy to use Teaching Methodology:

Every faculty has freedom to choose the most appropriate method for each subject. For example, a strategy course (like Marketing, HR, Finance Management), might use **case studies** while an accounting course might combine problem solving and simulation problems.

KLUBS believe in learning by doing. Being a deemed to be university program MBA will enables us to provide our students with intimate, hands-on learning experiences in the form of **operation workouts** that give students to learn ongoing opportunities to bridge academic theory and real-world practice.

The KLUBS recently started **Expert series & Scholarly Series Lectures** designed specifically to support the school's innovative, sector based MBA curriculum. These lectures support our diverse teaching methods with flexible classroom spaces for hands-on experiential learning for Experts from Industry and Academia.

KLUBS has been actively organizing **NEXUS-** a student association to promote skills of co-curricular and extracurricular activities through small-group leadership labs, and team-based sessions

Innovative Teaching Methods in nut shell:

- | | |
|----------------------------|---------------------------|
| ■ Case studies | Discussions |
| ■ Face-to-face feedback | Learning labs |
| ■ Problem-solving sessions | Role-plays |
| ■ Simulation | Team projects |
| ■ Theoretical overviews | Book reading |
| ■ Operation workouts | Reading seminars |
| ■ Expert series Lectures | Scholarly series lectures |
| ■ Newsgroups | |

APEX BODY

| DESIGNATION | NAME |
|-----------------------------|-----------------------------|
| President | Sri.Koneru Satyanarayana |
| Secretary and Correspondent | Smt.K.Siva Kanchana Latha |
| Vice –President | Sri. Koneru Havish Lakshman |
| Vice –President | Sri.Koneru Raja Harin |
| Chancellor | Dr. M Ramamoorthy |
| Vice-Chancellor | Dr.L.S.S.Reddy |
| Registrar | Prof. T. Umamaheswara Rao |
| Deputy Registrar | Dr. M. Suman |
| Advisor - Academics | Prof. Akhilesh Kumar |

FUNCTIONARIES

| | |
|---|----------------------|
| Dean (Academics) | Dr. N Venkatram |
| Dean (Quality) | Dr.Ch.Hanumantha Rao |
| Dean (Planning & Development) | Dr.K.Sarath Kumar |
| Dean (R&D) | Dr.K.L.Narayana |
| Dean (College of Sciences & Humanities, Management, Architecture, Pharmacy and Law) | Dr.A.Anand Kumar |
| Dean (College of Engineering) | Dr.K.Subba Rao |
| Dean (Student Affairs) | Dr.Habibulla Khan |
| Dean (Faculty & Staff Affairs) | Dr.A.Jagadeesh |
| Dean (Skill Development) | Dr. V. Srikanth |
| Dean (Placements & Progression) | Sri N B V Prasad |
| Principal, KLU College of Management | Dr. M. Kishore Babu |
| Principal, KLU College of Engineering | Dr. K. Subba Rao |
| Principal, KLU College of | |
| Sciences & Humanities | Dr. A. Ananda Kumar |
| Principal, KLU Law College | Dr.N. Rangaiah |
| Principal, KLU Pharmacy College | Dr G Chakravarthi |
| Principal, KLU Academic Staff College | Dr. V Rajesh |

KLU BS FACULTY PROFILE

| S.No | NAME OF FACULTY | DESIGNATION | QUALIFICATION | PHONE NO | E-MAIL ID |
|------|---------------------------|--|--|------------|-----------------------------------|
| 1 | Prof. T Uma Maheswara Rao | Registrar & Professor | M.B.A., M.Com., M.A. (Sociology), M.A. (Philosophy), M.Sc. (Psychology), B.L., Ph.D. | 9440263649 | prof_tumrao@kluniversity.in |
| 2 | Prof. Akhilesh Kumar | Advisor-Academics , KL University &Professor | B.Tech , IIT (BHU) MBA & Ph.D. Program at MIT Sloan, USA | 9010355290 | Advisor.academics@kluniversity.in |
| 3 | Dr. M. Kishore Babu | Principal- KLUBS,Director – Int.Relations | MBA, M.Phil, Ph.D,NET,SLET | 9966006063 | kishore@kluniversity.in; |
| 4 | Dr.A.V.N.Murthy | HoD Commerce, Professor | M.Com, MBA, Ph.D | 7674830126 | dravmurty@kluniversity.in |
| 5 | Dr.D.Srinivasa Rao | Professor | MA, MBA, M.Phil, Ph.D,NET | 9959546909 | Srinivasa_mba@kluniversity.in |
| 6 | Dr.Subhash Dhone | Professor | MA,DBM, PGDBM, MBS, LLB, Ph.D,NET | 9505642664 | sdhone_zeal@kluniversity.in |
| 7 | Dr. A. V. S Kamesh | Professor | MA, MBA, Ph.D | 9959147920 | avskamesh@kluniversity.in; |
| 8 | Dr.Rinku Sanjeev | Professor | MA(Psychology),MBA,Ph.D | 9711388498 | drinkusanjeev@gmail.com |
| 9 | Dr. D.Prasanna Kumar | Associate Professor | MBA, M.Phil, Ph.D | 9440841609 | dr.prasanna@kluniversity.in; |

| | | | | | |
|----|-------------------------------|---------------------|------------------------------------|------------|--|
| 10 | Dr.P.Raja Babu | Associate Professor | M.Com, MBA, M.Phil, Ph.D | 9985959551 | dr.prb@kluniversity.in ; |
| 11 | Dr. V. Venu Madhav | Associate Professor | MA, MBA, PGDPM, Ph.D | 9246521278 | dr.v.v.madhav@kluniversity.in ; |
| 12 | Dr. A. Udaya Shankar | Associate Professor | MBA, Ph.D | 9885554960 | dr.udayashankar@kluniversity.in ; |
| 13 | Dr.D.Sundari | Associate Professor | MCom,MBA,M.Phil, Ph.D,NET | 9059849965 | sundaridadhahabai@kluniversity.in |
| 14 | Dr.B.Kishore Babu | Associate Professor | MBA, M.Phil, Ph.D | 9848222319 | kishorebabu11@kluniversity.in |
| 15 | Dr.Simhachala Das | Associate Professor | MA, MBA, M.Phil, Ph.D,NET | 9437186515 | simhachala@kluniversity.in |
| 16 | Dr.M.Jagadeesh | Associate Professor | MBA, Ph.D | 9492412746 | jagadeeshm@kluniversity.in |
| 17 | Dr.N.Konda Reddy | Associate Professor | M.Sc., Ph.D | 9866726024 | nkrstats@kluniversity.in |
| 18 | Dr. K. Hema Divya | Assistant Professor | MBA, M.Phil , Ph.D,NET | 9246492803 | divya10_mba@kluniversity.in ; |
| 19 | Mr. K.S.Venkateswara Kumar | Assistant Professor | MBA,M.Com, PGDBF M.Phil. (Ph.D) | 9440618925 | Venki@kluniversity.in ; |
| 20 | Mr. M.V.A.L.Narasimha Rao | Assistant Professor | MBA, M.Phil, NET, (Ph.D) | 9490187044 | mval.narasimharao@kluniversity.in ; |
| 21 | Dr. P Vijaya Kumar Reddy | Assistant Professor | MBA, Ph.D | 9491821394 | vijaykumarreddyp@kluniversity.in ; |
| 22 | Dr. A. Vasudeva Reddy | Assistant Professor | B.Tech, MBA, Ph.D | 9959190069 | vasu_mba@kluniversity.in ; |
| 23 | Dr. K S Sekhara Rao | Assistant Professor | MBA, M.Phil, Ph.D | 9849775761 | sekharks@kluniversity.in |
| 24 | Mrs. Jikku Susan Kurian | Assistant Professor | MBA, (Ph.D) | 9494470771 | jikkukurian@kluniversity.in ; |

| | | | | | |
|-------------------------|-------------------------|----------------------|-------------------------------|------------|--|
| 25 | Dr. N Bindu Madhavi | Assistant Professor | MBA, M.Com, Ph.D.,NET,SLET | 9440427787 | dr.bindumadhavi@kluniversity.in |
| 26 | Dr. V N Sailaja | Assistant Professor | MBA, M.Com, Ph.D,SLET | 9491735754 | drvedalasalaja@kluniversity.in |
| 27 | Mr.Jakeer Hussain Shaik | Assistant Professor | MBA, (Ph.D) | 7396855786 | jakeer@kluniversity.in |
| 28 | Dr.Bala Saraswathi | Assistant Professor | MBA, Ph.D | 9032773444 | saraswathi@kluniversity.in |
| 29 | Dr.Vineet Pandey | Assistant Professor | M.Sc., MBA, Ph.D,NET | 9506324667 | vineetpandey.mba@kluniversity.in |
| 30 | Dr.Ch.Srividya Kumar | Assistant Professor | M.Sc., M.Phil., Ph.D | 9441418317 | srinivasakumar.isti@kluniversity.in |
| 31 | Dr.M.Deepa | Assistant professor | MBA, Ph.D | 9952609692 | atdeepa@kluniversity.in |
| 32 | Dr. Ranapratap | Assistant Professor | MBA,Ph.D | 9679764284 | ranapratap@kluniversity.in |
| OFFICE ASSISTANT | | | | | |
| 33 | Sk. Emam | Office Assistant | B.Com | 9885053369 | emam@kluniversity.in |
| 34 | N. Rambabu | Academic Coordinator | | | |

KLUHM FACULTY PROFILE

| S.No | NAME OF FACULTY | DESIGNATION | EXPERIENCE (Yrs) | QUALIFICATION | PHONE NO | E-MAIL ID |
|------|----------------------|-------------|------------------|---|------------|--|
| 1 | R.J.N. Mahendra Babu | Asst Prof | 6 | BHM | 9704528167 | rayala.mahendra1022@kluniversity.in |
| 2 | K. Hema Malini | Asst Prof | 22 | PhD(Pursuing) MSc(FSN), PG Dip, PGDCA | 9390102352 | kola.hemamalini@kluniversity.in |
| 3 | M. Pavan Kumar | Asst Prof | 10 | MBA, BHM (Culinary Arts) | 9703644222 | Pavan1984@kluniversity.in |
| 4 | A.Pavan Kumar | Asst Prof | 5 | BHMCT | 9533938682 | apavankumar02@kluniversity.in |
| 5 | Sk. Kalisha Vali | Asst Prof | 5 | MBA, BHMCT | 8096088777 | kalisha@kluniversity.in |
| 6 | V. Dhana Narayan | Asst Prof | 18 | MCVC | 8019740783 | dhanavardi@kluniversity.in |
| 7 | M. Sree Harsha | Asst Prof | 6 | MBA, BHM (Culinary Arts) | 9030959898 | harsa.medavarapu@kluniversity.in |

OFFICE ASSISTANT

| | | | | | | |
|---|----------------------|-------------------|---|----------|------------|--|
| 8 | I Leela Siva Krishna | Senior Supervisor | 8 | MBA, BHM | 9052798780 | accomodation@kluniversity.in |
| 9 | B Jagadesh Sai | Office Assistant | 8 | BCom | 9908250502 | bisai1984@gmail.com |

KLUNIVERSITY

2017-2018 Academic Calendar

BBA-MBA, B.COM,BHM, MBA (Dual & Digital Marketing)Programs

| Event | Dates |
|---|--|
| Induction Program for BBA, BHM and MBA Programs | 19 th July to 2 nd August 2017 |
| Academic Registrations for Odd Semester of 2017-18 | 7 th August 2017 |
| Class work Commencement for Odd semester | 8 th August 2017 |
| 1 st Test | 18 th to 21 st Sept 2017 |
| National Seminar | 23 rd September 2017 |
| 2 nd Test | 14 th to 18 th Oct 2017 |
| 3 rd Test | 13 th to 16 th Nov 2017 |
| Last Instruction day for even semester | 8 th Dec 2017 |
| Odd Semester End Examinations | 15 th Dec 2017 |
| Semester Break | 26 th Dec 2017 |
| Academic Registrations for Even Semester of 2017-18 | 27 nd Dec 2017 |
| Class work Commencement for Even semester | 28 th Dec 2017 |
| National Workshop | 25 th January 2018 |
| 1 st Test | 30 th Jan to 2 nd Feb 2018 |
| 2 nd Test | 5 th to 8 th March 2018 |
| 3 rd Test | 3 rd to 6 th April 2018 |
| Last instruction day for Even Semester | 16 th April 2018 |
| Even Semester End Examinations | 25 th April 2018 |
| Commencement of Summer Internship for BBA/ B.Com/ BHM/ MBA Programs | 8 th May 2018 |
| Closure of Summer Internship for BBA/ B.Com and BHM | July 3 rd 2018 |
| Closure of Summer Internship for MBA | July 31 st 2018 |

| Event | Commencement of Class work | Test - I | Test -II | Test III | Last Instruction day | Comprehensive Examination | No of Working Days |
|----------|----------------------------|--|--|--|----------------------|---------------------------|--------------------|
| Odd Sem | 19.07.2017 | 14 th to 18 th Sep, 2017 | 14 th to 18 th Oct, 2017 | 13 th to 16 th Nov 2017. | 08.12.2017 | 15.12.2017 | 89 |
| | | 27 | 18 | 23 | 21 | | |
| Even Sem | 28.12.2017 | 30 th Jan to 2 nd Feb 2018 | 5 th to 8 th March, 2018 | 3 rd to 6 th April 2018. | 16.04.2018 | 25.04.2018 | 85 |
| | | 23 | 26 | 25 | 11 | | |

MBA PROGRAM STRUCTURE

| SEMESTER I | SEMESTER II |
|-------------------------------------|------------------------------------|
| Quantitative Methods | Human Resource Management |
| Indian Business Environment | Financial Management |
| Managerial Economics | Business Research Methodology |
| Financial and Management Accounting | Introduction to Business Analytics |
| Marketing Management | Operations Management |
| Organizational Behavior | Business Legislation |
| Information Systems | Enterprise Resource Planning |
| Soft Skills for Managers | Business Communication |

SUMMER INTERNSHIP PROGRAM (3 monts-9 credits)

| SEMESTER III | SEMESTER IV |
|------------------------------------|--|
| Strategic Management | Management Control Systems |
| International Business Environment | Business Ethics & Corporate Governance |
| Elective -1 | Entrepreneurship |
| Elective -2 | Elective 1 |
| Elective -3 | Elective 2 |
| Elective -4 | Elective 3 |
| Sectoral Elective 1 | Elective 4 |
| Management Research Project | Sectoral Elective 2 |

FUNCTIONAL ELECTIVES

| FINANCE | MARKETING | HR |
|--|-----------------------------------|---|
| Financial Services and Markets | Consumer Behaviour | Performance Management System |
| Security Analysis& Portfolio Management | Services Marketing | Training and Development |
| International Financial Management | B2B Marketing | Industrial Relations & Labour Legislation |
| Principles of Taxation | International Marketing | Leadership in Organizations |
| Financial Derivatives (Pre-requisite: Security Analysis) | Sales and Distribution Management | Compensation Management (Pre-requisite: Performance Management Systems) |
| Business Analytics in Finance | Business Analytics in Marketing | Strategic Human Resource Management |
| Planning and Assessment of Income Tax | Brand Management | Human Resource Development (Pre-requisite: Training & Development) |
| Project Management | Customer Relationship Management | Business Analytics in HR |
| | | Organizational Change & Development |

FUNCTIONAL ELECTIVES (Contd..)

| BUSINESS ANALYTICS | DIGITAL MARKETING |
|-------------------------------------|--------------------------------------|
| Advanced Analytics with R | Media Planning |
| Business Analytics in Marketing -I | SEO |
| Business Analytics in HR -I | Affiliate marketing |
| Business Analytics in Finance -I | Social Media Marketing & Analytics |
| Business Forecasting & Econometrics | Mobile Marketing |
| Business Analytics in Marketing -II | E-Mail & Content Marketing |
| Business Analytics in HR –II | E Commerce |
| Business Analytics in Finance -II | Digital PR & Corporate Communication |
| | |

SECTORAL SPECIALIZATION

| Retail | Banking | Healthcare | Pharmaceutical Marketing |
|---------------------------------|----------------------------|-------------------------------------|--|
| Overview of Retailing | Overview of Banking | Overview of Healthcare Management | Pharmaceutical Marketing Management |
| Management of Retail Operations | Banking Service Operations | Management of Healthcare Operations | Advanced Pharmaceutical Marketing Management |

| Insurance | Foreign Trade | Rural and Agricultural Management |
|-------------------|---|---|
| Life Insurance | International Logistics Management | Overview of Agriculture & Rural Sectors in india |
| General Insurance | Export & Import Documentation & Insurance | Management of Agricultural & Rural Development in India |

BBA-MBA PROGRAM STRUCTURE

| SEMESTER I | SEMESTER II |
|----------------------------|--------------------------------------|
| English Language Skills I | English Language Skills II |
| Business Mathematics | Introduction to Financial Accounting |
| Introduction to IT | Business Statistics |
| Human Skills | Indian Business Environment |
| Perspectives of Management | Managerial Economics |
| Business Case Studies | Environment Science |

SUMMER INTERNSHIP PROGRAM (2 monts-6 credits)

| SEMESTER III | SEMESTER IV |
|----------------------------|------------------------------------|
| Macro Economics | Company Law |
| Financial Accounting | Financial Management |
| Fundamentals of Income Tax | International Business Environment |
| Foreign Language | Assessment of Direct Taxes |
| Statistical Data Analysis | Business Research Methods |
| Business communication | Business Law |

SUMMER INTERNSHIP PROGRAM (2 monts-6 credits)

| SEMESTER V | SEMESTER VI |
|--------------------------|---|
| Management Accounting | Operations Management |
| Soft Skills | Human Resource Management |
| Organizational Behaviour | Management Information Systems |
| Marketing Management | Innovation & Entrepreneurship |
| Business analytics | Strategic Management |
| Project Management | Management of Cooperatives/ Management of MNCs/ Management of SMEs/ Management of NGOs/ Management of Family Owned Business |

SUMMER INTERNSHIP PROGRAM (2 monts-6 credits)

| SEMESTER VII | SEMESTER VIII |
|---------------------|---------------|
| BECG | Internship |
| Elective -1 | |
| Elective -2 | |
| Elective -3 | |
| Elective -4 | |
| Elective (Sectoral) | |

ERP

| SEMESTER IX | SEMESTER X |
|--------------------------------|------------------------|
| Management Application Project | Internship & Placement |
| Elective -1 | Internship & Placement |
| Elective 1 | |
| Elective 2 | |
| Elective 3 | |
| Elective (Sectoral) | |

NOTE : Functional & Sectoral Elective Courses are common for MBA & BBA-MBA

BBA – ACCA PROGRAM STRUCTURE

| SEMESTER I | SEMESTER II |
|---------------------------|-----------------------------|
| English Language Skills I | English Language Skills II |
| Business Mathematics | Financial Accounting |
| Introduction to IT | Business Statistics |
| Human Skills | Indian Business Environment |
| Accountant in Business | Introduction to Taxation |
| Business Case Studies | Environment Science |

SUMMER INTERNSHIP PROGRAM (2 monts-6 credits)

| SEMESTER III | SEMESTER IV |
|---|---|
| Managerial Economics | Company Law |
| Management Accounting | Performance Management. |
| Business Law(Similar to ACCA F4_Corporate & Business law) | International Business Environment |
| Advanced Taxation | Financial Reporting |
| Statistical Data Analysis | Business Research Methods |
| Business communication | Taxation [India Taxation instead of UK] |

SUMMER INTERNSHIP PROGRAM (2 monts-6 credits)

| SEMESTER V | SEMESTER VI |
|--------------------------|---|
| Financial Management | Operations Management |
| Soft Skills | Human Resource Management |
| Organizational Behaviour | Management Information Systems |
| Marketing Management | Innovation & Entrepreneurship |
| Business analytics | Strategic Management |
| Auditing | Management of Cooperatives/ Management of MNCs/ Management of SMEs/ Management of NGOs/ Management of Family Owned Business |

SUMMER INTERNSHIP PROGRAM (2 monts-6 credits)

| SEMESTER VII | SEMESTER VIII |
|---------------------------|---------------|
| Governance, Risk & Ethics | Internship |
| Corporate Reporting | |
| Business Analysis | |
| Elective -1 | |
| Elective -2 | |
| Elective (Sectoral) | |

ERP

| SEMESTER IX | SEMESTER X |
|--------------------------------|------------------------|
| Management Application Project | Internship & Placement |
| ACCA Elective -1 | |
| ACCA Elective -2 | |
| Elective 3 | |
| Elective 4 | |
| Elective (Sectoral) | |

ACCA ELECTIVES

Advanced Financial Management

Advanced Performance Management

Advanced Taxation (U.K)

Advanced Audit & Assurance

NOTE : Functional & Sectoral Elective Courses are common for MBA & BBA-MBA**MBA-ACCAPROGRAM STRUCTURE**

| SEMESTER I | SEMESTER II |
|-------------------------------|-------------------------------|
| Quantitative Methods | Human Resource Management |
| Indian Business Environment | Financial Management |
| Managerial Economics | Business Research Methodology |
| Financial Accounting (ACCA) | Performance Management(ACCA) |
| Marketing Management | Operations Management |
| Organizational Behavior(ACCA) | Business Legislation(ACCA) |
| Management Accounting(ACCA) | Enterprise Resource Planning |
| Soft Skills for Managers | Business Communication |

SUMMER INTERNSHIP PROGRAM (3 monts-9 credits)

| SEMESTER III | SEMESTER IV |
|---|------------------------------------|
| Strategic Management | Management Control Systems |
| International Business Environment | Introduction to Business Analytics |
| Management Research Project | Entrepreneurship |
| Taxation [India Taxation instead of UK](ACCA) | Governance, Risk & Ethics (ACCA) |
| Financial Reporting (ACCA) | Corporate Reporting (ACCA) |
| Audit & Assurance (ACCA) | Business Analysis (ACCA) |
| Elective 1 | ACCA-Elective 1(ACCA) |
| Elective 2 | ACCA-Elective 2(ACCA) |

NOTE : Functional & Sectoral Elective Courses are common for MBA & MBA-ACCA.

BHM / BHMCT PROGRAM STRUCTURE

| SEMESTER I | SEMESTER II |
|---|---------------------------------------|
| Rudiments of Communication Skills | Interpersonal Communication Skills |
| Introduction to Food Production | Principles of Food Production |
| Introduction to Food & Beverage Service | Principles of Food & Beverage Service |
| Introduction to House Keeping | Principles of House Keeping |
| Introduction to Front Office | Principles of Front Office |
| Food Safety & Hygiene | Food Science & Nutrition |
| Introduction to Information Technology | |

SUMMER INTERNSHIP PROGRAM (2 monts-6 credits)

| SEMESTER III | SEMESTER IV |
|-------------------------------------|-------------------------------------|
| Professional Communication Skills | Employability Skills |
| Food Production Operations | Food Production Management |
| Food & Beverage Services Operations | Food & Beverage Services Management |
| Accommodation Operations | Accommodation Management |
| Hotel Laws | Hotel Engineering |
| Hotel Accountancy | Food & Beverage Quality Control |
| Environmental Studies | |

SUMMER INTERNSHIP PROGRAM (2 monts-6 credits)

| SEMESTER V | SEMESTER VI |
|---|--|
| Verbal & Quantitative reasoning | Intensive Internship 4 Months |
| Advanced Food Production | |
| Advanced Food & Beverage Services | |
| Hospitality Services Marketing | |
| Human Resource Management In Service Sector | |
| Travel & Tourism | |
| French for Hotel Professionals | |

| SEMESTER VII | SEMESTER VIII |
|---|--|
| Corporate Communication Skills | Hotel Industry Project 4 Months |
| Total Quality Management | |
| Customer Relationship Management | |
| Entrepreneurship | |
| Organization Behavior In Hospitality Industry | |
| Elective – I | |
| Elective – II | |

List of Companies Visited KLUBS for MBA 2015-17 Batch

ITC Limited
REDINGTON
AXIS BANK
IndusInd Bank
KARVY
KEEP GROWING
Capital IQ
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SUCCESS STORIES OF KLUHM

| S No | Year | Name of the Student | Success Story |
|------|-----------|---------------------|---|
| 1 | 2013-2016 | Patan Mubeen Khan | Entrepreneur (Launched world famous MASQATI ice cream store) |
| 2 | 2013-2016 | Sunith Swain | MBA (Tourism & Hospitality Management in AUSTRALIA) |
| 3 | 2014-2017 | Patan Shareef Khan | Placed in ROCCOFORTE HOTELS, Riyadh, SAUDI |
| 4 | 2014-2017 | B Hemanth Kumar | Placed in ROSTANA HOTELS, Ieddah, SAUDI |
| 5 | 2014-2017 | G Eswar Prasad | Placed in ROSTANA HOTELS, Ieddah, SAUDI |

