

Curriculum Model

Integrated Dual Degree Programme (B.Tech + MBA)



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1.0 CONTEXT

The industry values Engineering graduates with Management education. Hence a good number of engineering students opt for management education for enhancing their career prospects. Further offering of an integrated degree in engineering and management would augur well for students as they stand to gain one year by synergizing their studies.

K L University offers a five year full time Integrated Dual Degree programme (B.Tech + MBA). Management professionals need dynamism, innovation, creativity and entrepreneurial instincts. K L University stands committed to providing a professional ambience perfectly conducive for acquiring the key managerial competencies. The cutting edge curriculum designed for the programme strives to impart students the necessary knowledge, managerial skills and decision making abilities blended with the right attitude. The curriculum lays a firm foundation for the conceptual and analytical understanding of Indian and International management practices. This programme is designed to blend current management theories and practices of emerging trends in the field of management with an aim of moulding the students into responsible citizens, competent and visionary managers. The programme is uniquely comprehensive in helping students to develop an integrated view of managerial skills. Learning is facilitated through a mix of classroom interactions, seminars, case studies, industrial internships, live projects, operation workouts, simulations, games, group discussions, research projects etc.

It is proposed to offer two variants of MBA for the students of the B.Tech Programme.

- a) An MBA degree in general management.
- b) An MBA degree in Technology Management.

The offerings and the conditions governing them are detailed below:

Eligibility:

Students of the University who have secured a CGPA of 7.0 and above at the end of Semester IV in the B.Tech Program with no backlog courses are eligible to seek admission into the Integrated Dual degree B.Tech – MBA Program.

Admission:

Admissions into the Integrated Dual degree B.Tech – MBA Program would be made based on an application made by the student during Semester V of the B.Tech Program by an Admissions Committee.

Duration:

The duration of the Integrated Dual degree B.Tech – MBA Program is five years (10 Semester).

2.0 VISION AND MISSION OF THE UNIVERSITY

Vision

To be a globally renowned University.

Mission

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

3.0 PROGRAMME EDUCATIONAL OBJECTIVES

The Programme Educational Objectives (PEOs) are the statements that describe the expected achievements from the programme. They are guided by global and local needs, the vision of the institution, long term goals etc. The Programme Educational Objectives of Integrated Dual Degree (B.Tech + MBA) Programme includes:

- I. To specify, design, develop prototype and test system, using currently available technologies.
- II. To specify, design and develop systems.
- III. To design and test systems integrating available hardware and software as per user requirements.
- IV. To pursue lifelong learning as a means of enhancing knowledge and skills necessary to contribute to the betterment of profession.
- V. To mould the students as effective global managers in the competitive environment of modern society.
- VI. To provide students with strong foundation in contemporary practices of Management, different functional areas and business environment.
- VII. To emphasize application oriented learning.
- VIII. To develop communication, analytical, decision-making, motivational, leadership, problem solving and human relations skills in the students.
- IX. To inculcate professional and ethical attitude in students.
- X. To pursue lifelong learning as a means of enhancing knowledge and skills necessary to contribute to the betterment of a profession.

4.0 PROGRAMME OUTCOMES

The Integrated Dual Degree programme (B.Tech + MBA) is designed to meet the following outcomes:

- a. The application of knowledge in mathematics, science, engineering fundamentals with an engineering specialization to the conceptualization of engineering models.
- b. To Identify, formulate, research literature and solve *complex* engineering problems reaching substantiated conclusions using first principles of mathematics and engineering sciences.
- c. To Design solutions for *complex* engineering problems and *design* systems, components or processes that meet specified needs with appropriate consideration for public health and safety, cultural, societal, and environmental considerations.
- d. To conduct investigations of *complex* problems including design of experiments, analysis and interpretation of data and synthesis of information to provide valid conclusions.
- e. Ability to practically apply various management concepts.
- f. Demonstrate knowledge of contemporary practices in Management.
- g. Ability to apply the specialized expertise in functional and sectoral areas.
- h. Ability to communicate effectively and professionally.
- i. Ability to solve different managerial related problems.
- j. Ability to manage people effectively and become good leaders.

- k. Develop professional and ethical attitude and become socially responsible citizens.
- l. Ability to conduct research studies and present reports.
- m. Demonstrate the knowledge of business environment nationally and globally.
- n. Recognition of the need for and an ability to engage in life-long learning.
- o. Demonstrate their role as managers or entrepreneurs and contribute their skills to the society.

5.0 CREDITS IN THE MBA PROGRAMME

Learning well is understood as acquiring knowledge and skills at higher cognitive levels, which include Apply, Analyze, Evaluate and Create. Such learning is ensured by making it heavily activity based and practical oriented rather than lecture oriented. Based on the nature of the course the learning pedagogy will change which can be reflected by **L-T-P** structure for a course.

‘L’ (Lecture classes) stands for class room interactive sessions.

‘T’ stands for **T**utorial sessions for reinforced learning through participatory discussions/self-study/desk work and such other novel methods that make a student imbibe and assimilate to acquire the contents delivered in the lecture classes more effectively.

‘P’ stands for **P**practice/**P**ractical sessions for laboratory/field studies that equip students to acquire the requisite competent skills. A credit is defined as one hour of lecture or two hours of laboratory per week or one hour of tutorial per week in a semester.

6.0 CREDIT DISTRIBUTION

The Programme is spread over a period of four semesters that embodies 76 courses with a credit load of 251 credits.

S. No	Type of the course	Number	Percentage
1	Humanities and Social Sciences (HSS)	6	7.5
2	Basic Sciences (BS)	7	8.75
3	Engineering Sciences (ES)	8	10
4	Core courses	31	38.75
5	Soft skills courses	2	2.5
6	Professional Electives	5	6.25
7	Open Electives	5	6.25
8	Functional electives	8	10
9	Sectoral electives	2	2.5
10	Mini Project + Management Research project	3+1= 4	5
11	Term Paper	1	1.25
12	Industrial Training	1	1.25
Total		80	100

Core Courses:

A paper which should compulsorily be studied by a candidate as a core-requirement in completing the requirements of a degree is defined as a Core Paper.

It is mandatory for a student to undergo the following core courses which includes:

Semester I

- Quantitative methods
- Indian Business Environment
- Managerial Economics
- Business Communication
- Financial and Management Accounting
- Marketing Management
- Organizational Behaviour

Semester II

- Human Resource Management
- Financial Management
- Business Research Methodology
- International Business Environment
- Operations Management
- Business Legislation

Semester III

- Strategic Management I
- Management Control Systems

Semester IV

- Strategic Management II
- Business Ethics and Corporate Governance

IT Courses:

- IT for Managers
- Enterprise Resource Planning

Soft Skills Courses:

- Soft skills 1
- Soft skills 2

Elective Courses

The students can pursue elective courses in different streams of specializations - Marketing, Finance, Human Resource Management, Information Technology & Systems, etc. Each student must choose eight elective courses. To specialize in a particular stream, a student has to pursue at least four electives from that stream. A student can acquire a dual specialization by choosing four electives from one stream and another four from a second stream.

A student must choose eight elective courses from the following streams of specializations:

- Marketing
- Finance
- Human Resources Management
- Information Technology and Systems

Sectoral Specialization Courses

In addition to the elective courses, a student must also choose one sectoral specialization from the options available:

- Retail
- Banking
- Health Care
- Foreign Trade
- Insurance
- IT enabled services

Summer Internship Programme (SIP)

Internship Programme is an attempt to bridge the gap between the academic institutions and the corporate world. It provides an opportunity

for the students to experience the corporate environment and combine classroom learning with real life situations in the organizations. The duration of the programme will be for 12 weeks and it has to be undertaken during the intervening period between the close of Semester II and the commencement of Semester III.

Management Research Project

The Management Research Project aims to enhance research skills - problem identification, conduction of a systematic study, data collection and data analysis, report writing and presentation.

7.0 COURSE STRUCTURE

I Semester	II Semester	III Semester	IV Semester	Industrial Training Min. 8 weeks Compulsory	V Semester	VI Semester	Summer Term 3 – CDCs
6 Basic Courses	6 Basic Courses	5-CDCs Maths-III	6-CDCs		4 – CDCs 2 – Elect CS – 1 Mini Proj.	3 – CDCs 4 – Elect Mini Proj.	
I - Year		II - Year			III - Year		
VII Semester	VIII Semester	Summer Term 3 – CDCs	IX Semester	X Semester			
2 – CDCs 5 – Elect Seminar	4 – CDCs		3-CDCs 4-Fun.Elect. 1-Sec. Elect.	2-CDCs 4-Fun.Elect 1-Sec.Elect 1 Management Thesis			
IV - Year			V - Year				

FIVE YEAR INTEGRATED DUAL DEGREE PROGRAMMEME**(B.TECH+MBA)**

I Semester						
S No	Course Code	Course Title	L	T	P	Credits
1	11-HS101	English	2	0	2	3
2	11-HS103	Energy and Society	3	0	0	3
3	11-BS101	Engineering Mathematics	3	1	0	4
4	11-BS103	Engineering Physics	3	0	2	4
5	11-ES101	Problem Solving Through Programming	3	0	2	4
6	11-ES105	Workshop Practice	0	0	4	2
		Total Credits	14	1	10	20

II Semester						
S No	Course Code	Course Title	L	T	P	Credits
1	11-HS102	Technical communication Skills	2	0	2	3
2	11-BS102	Advanced Engineering Mathematics	3	0	2	4
3	11-ES102	Measurements	3	0	2	4
4	11-BS105	Ecology and Environment	2	0	0	2
5	11-BS104	Engineering Chemistry	3	0	2	4
6	11-ES103	Engineering Materials	3	0	0	3
7	11-ES104	Engg Graphics with CAD	0	0	4	2
8	11-MP101	Mini project -1	0	0	2	1
		Total Credits	16	0	14	23

III Semester

S No	Course Code	Course Title	L	T	P	Credits
1	11-ES201	Engineering Science 1	3	1	0	4
2	11-ES202	Engineering Science 2	3	0	2	4
3	11-CS201	Core 1	3	1	0	4
4	11-ES203	Engineering Science 1	3	1	0	4
5	11-CS202	Core 2	3	0	2	4
6	11-CS203	Core 3	3	0	2	4
7	11-MP201	Mini Project – 2	0	0	2	1
8	-	Games Certificate	0	0	2	NC
Total Credits			18	3	8	25

IV Semester

S No	Course Code	Course Title	L	T	P	Credits
1	11-BS201	Basic Science 1	3	1	0	4
2	11-BS202	Basic Science 2	3	1	0	4
3	11-CS204	Core 4	3	0	2	4
4	11-CS205	Core 5	3	0	2	4
5	11-CS206	Core 6	3	0	2	4
6	11-CS207	Core 7	3	0	0	4
7	HS 1	HS 1 (ELECTIVE)	3	0	0	3
8	-	Soft Skills	0	0	2	NC
Total Credits			21	3	6	27
Industrial Training Min. 8 weeks compulsory			0	0	0	*

V Semester						
S No	Course Code	Course Title	L	T	P	Credits
1	11-CS301	Core 8	3	0	2	4
2	11-CS302	Core 9	3	1	0	4
3	11-CS303	Core 10	3	0	2	4
4	11-CS304	Core 11	3	0	2	4
5	PC-1	Professional Elective 1	3	0	0	3
6	OE-1	Open Elective 1	3	0	0	3
7	HS 2	Humanities 1	3	0	0	3
Total Credits			21	1	6	25

VI Semester						
S No	Course Code	Course Title	L	T	P	Credits
1	11-CS305	Core 12			0	4
2	11-CS306	Core 13			2	4
3	11-CS307	Core 14			2	4
4	PC-2	Professional Elective 2	3	0	0	3
5	PC-3	Professional Elective 3	3	0	0	3
6	OE-2	Open Elective 2	3	0	0	3
7	HS-3	HS 3 (ELECTIVE)	3	0	0	3
8	11-MP301	Mini Project 3	0	0	2	1
Total Credits			21	1	6	25

Summer Term – I		
1	Indian Business Environment	(Core 15) 3
2	Managerial Economics	(Core 16) 3
3	Organizational Behavior	(Core 17) 3
Total Credits		9

VII Semester						
S No	Course Code	Course Title	L	T	P	Credits
1	11-CS401	Core 18	3	0	2	4
2	11-CS402	Core 19	3	0	2	4
3	PC-4	Professional Elective 4	3	0	0	3
4	PC-5	Professional Elective 5	3	0	0	3
5	OE-3	Open Elective 3	3	0	0	3
6	OE-4	Open Elective 4	3	0	0	3
7	OE-5	Open Elective 5	3	0	0	3
8	11-TP401	Term Paper	0	0	4	2
Total Credits			21	0	8	25

VIII Semester		
S. No	Course Title	Credits
1	Business Research Methodology (Core 20)	3
2	Financial & Management Accounting (Core 21)	3
3	Human Resource Management (Core 22)	3
4	Marketing Management (Core 23)	3
Total Credits		12
Summer Term – II		
S. No	Course Title	Credits
1	Financial Management (Core 24)	3
2	International Business Environment (Core 25)	3
3	Operations Management (Core 26)	3
Total Credits		9

IX Semester		
S No	Course Title	Credits
1	Strategic Management I (Core 27)	3
2	Management Control Systems (Core 28)	3
3	Business Legislation (Core 29)	3
4	Elective I	3
5	Elective II	3
6	Elective III	3
7	Elective IV	3
8	Sectoral Specialization I	3
Total Credits		24

X Semester		
S No	Course Title	Credits
1	Strategic Management II (Core 30)	3
2	Business Ethics & Corporate Governance (Core 31)	3
3	Elective V	3
4	Elective VI	3
5	Elective VII	3
6	Elective VIII	3
7	Sectoral Specialization II	3
8	Management Thesis	6
Total Credits		27

Award of Integrated Dual Degree:

A student who successfully completes the five year program and clears stipulated credits would be awarded both B.Tech and MBA degrees subject to fulfilling academic and graduation requirements of the University. Students withdrawing from the Integrated Dual Degree Program would be subject to the academic regulations of the relevant program of the University.

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