



**KUSHABHAU THAKRE
PATRAKARITA AVAM JANSANCHAR VISHWAVIDYALAYA**

~~Revised~~ ORDINANCE No. 13

M.B.A.(Media Management)(Post Graduate Course)

1. This degree shall be known as Master of Business Administration (MBA)(MM).
2. (a) The duration of this course for full time course of study shall extend over two full academic sessions and each of these academic sessions shall be sub-divided into two semesters each.
3. The minimum qualification for application for admission to MBA(MM) course shall be as follows:
 - (a) A candidate holding a graduate degree or post-graduate degree of the University or of any other University recognized to be equivalent thereto by the University in any discipline shall be eligible for application for admission to MBA(MM) course:
4. The admission to the MBA(MM) course of study Full time shall be made on merit to be decided on the basis of written entrance test, selection interview and group discussion organized by the University.

Hindi and* English shall be the medium for the entrance test, instruction and examination for the course of study.

The admission so granted shall be further governed by the University rules applicable to all the students in the University and the decision of the Kulapati in case of any dispute shall be final.
5. The total intake capacity of the full time course shall be as decided by the University from time to time.
6. The students admitted to MBA(MM) course shall not be permitted to appear at any other examination.
7. The MBA(MM) Course Full time shall consist of-
 - (a) Such courses/papers as may be prescribed by the University;
 - (b) Such in-plant training as may be prescribed by the University.
 - (c) Such factory visits as may be prescribed by the University.
8. There shall be a University Examination conducted by the University at the end of each semester on the basis of course contents and scheme of examination as may be prescribed by the University from time to time.

* Amended by Notification No. 165/Acad./11 dt. 26/04/2011

- 9 A student after having prosecuted a regular course of study in either Full time course of study in the University as prescribed by the University shall be eligible to be admitted to the Semester Examination if he/she had attended at least 75 percent of the classes of the Semester concerned.
- 10 A candidate in order to be declared pass at any of the semester examination shall be required to obtain at least 40 percent marks in each of the theory papers, Internal Assessment, Assignment, Practical, Project Report and 45 percent marks in the aggregate.*
- 11 A candidate declared pass at the First Semester examination shall be eligible to be promoted to the second semester and shall be eligible to take up the second semester examination if he/she fulfills all other conditions to be eligible to appear at the examination.

Provided that is a candidate after passing in the internal assessment of all the papers and appearing in all the theory papers of the first semester examination, fails in any one or two theory papers at the First Semester examination, but secures at least 45 percent* marks in aggregate in the papers cleared at the Semester examination, he/she shall be allowed to keep the term and shall be eligible to be promoted to the second semester and shall be required to take up the examination of the paper (s) in which he/she had failed along with the Second Semester examination if he/she fulfills all other conditions to be eligible to appear at the second semester examination and if he/she fails to clear the theory paper (s) at the immediate subsequent examination of the First Semester and if he fails to clear the theory paper (s) in the examination he/she shall cease to be a student of the MBA course of study.

- 12 A candidate declared pass at the first and Second semester examination shall be eligible to be promoted to the Third semester examination and shall be eligible to take up the III Semester examination, in he/she fulfills all other conditions to appear at the examination.

Provided that if a candidate after passing in the internal assessment of all the papers and appearing in all the theory papers fails in one or two of the theory papers of second semester examination but secures at least 45 percent* of marks in aggregate in the theory papers and internal assessment already cleared at the second semester examination, he/she shall be eligible to keep term and shall be permitted to take up the examination of the theory papers in which he/she has failed at the second semester examination along with the Third semester examination if he has cleared the back log of first semester and if he/she fulfils all other conditions to be eligible to appear at the third semester examination and if he/she fails to clear the theory

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paper (s) of Second semester at this examination he/she shall be eligible to be permitted to appear as an ex-student in the theory paper (s) of second semester at the immediate subsequent Second Semester Examination and shall be required to pass in the theory paper (s) of the examination and if he fails of appear at the examination for any reason or fails to clear the theory paper (s) in the examination he/she shall cease to be a student of MBA(MM) course.

- 13 A candidate declared pass at the I, II and III Semester Examination shall only be eligible to be promoted to the fourth Semester.

Provided that a candidate who after prosecuting a Full time course of study after passing in the internal assessment of all the papers and appearing in all the theory papers of III Semester examination but secures atleast 45 percent* of marks in aggregate in the theory papers and internal assessment already cleared at the III Semester examination, he/she shall be eligible to keep term and shall be eligible to be permitted to appear at the Fourth Semester examination and shall also appear at the III Semester examination in the paper (s) in which he/she had failed along with Fourth semester examination if he/she has cleared the back log of Second Semester and if he/she fulfils all other conditions to be eligible to appear at the Fourth semester examination if he/she fails to clear the theory papers of III semester at the immediate subsequent examination of the III semester and shall be required to pass in the theory paper (s) at the examination and if he/she fails to appear at the examination for any reason or fails to clear the theory paper (s) of the examination, he/she shall cease to be a student of the MBA(MM) course of study.

- 14 A candidate after passing at the internal assessment of all the papers and Project Report and is eligible to be admitted to the Semester examination fails to appear at the examination due to illness or any other unavoidable reasons, he/she will be permitted to appear at the next two subsequent examinations of the semester concerned as an Ex-student of the semester only and in case he/she fails to pass the examination, he/she shall cease to be a student of the MBA(MM), Full time course of study of the University.

#14.1 A Candidate after passing the I, II and III Semester examinations and eligible to appear in the fourth semester examination fails to appear in the theory examination or project viva-voce due to any reason he or she will be allowed to keep term and will be permitted to appear in the forth coming examination.

#14.2 A Candidate after passing the I, II and III Semester examinations and eligible to appear in the fourth semester examination, fails in the examination or project viva-voce he or she will be allowed to keep term and will be permitted to appear in the forth coming examination.

* Amended by Notification No. 165/Acad./11 dt. 26/04/2011#Amended by notification no.2381 dt.05/06/2014

15 A candidate not permitted to take up the First Semester examination due to shortage of attendance shall be required to apply for admission afresh in the next academic session and shall also be required to appear at the admission test.

16 There shall be no second full or supplementary examination for any semester examination.

17 There shall not be any revaluation in case of internal assessment, Project Report.

#18 40% in each paper and total aggregating 45% in the concerned examination shall be the passing marks. Student has to clear Continuous Evaluation, Assignment Activities, Practical and End Term Exam separately.

The results shall be marked by the system of gradation on basis of the schedule shown below-

GRADE	MARKS OBTAINED
A	On 80% and above
B	70% and above but below 80%
C	60% and above but below 70%
D	45% and above but below 60%

19 No person shall be admitted to MBA(MM) course if he/she has already passed the MBA(MM) examination of the University or any equivalent examination of any other University or statutory body.

20 Each student shall be required to pay the fees of the course as may be prescribed by the University from time to time.

21 In matters of admission, attendance, examination and in all other matters not provided for in this Ordinance, the MBA(MM) degree course shall be governed by the general provisions of the relevant Ordinance save in so far as they are not inconsistent with the Provisions of this Ordinance.

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* Amended by Notification No. 165/Acad./11 dt. 26/04/2011#Amended by Notification No. 825/Acad./18 dt. 25/07/2018