

ORDINANCE No. 26

26.1	Title of the Degree :	Master of Business Administration
26.2	Name of Faculty/School :	School of Retail Management
26.3	Name of the Program :	Master of Business Administration
26.4	Specializations :	(Marketing)
26.5	Duration of the Program :	Two years
26.6	Intake :	60

26.7 Eligibility for Admission.—Candidate should have passed Bachelor Degree of minimum 3 years duration (UGC approved or equivalent). Obtained at least 50% marks (45% marks in case of candidates belonging to reserved category) in the qualifying examination and valied score in any national/state level entrance examination. For candidates who are not having any entrance test score card, the University will be conducting its own entrance test at the University campus.

Note.—Candidate who is appearing or has appeared for any qualifying examination during the current academic session as a regular or a private candidate can also apply for admission on provisional basis, subject to the condition that the candidate must pass the qualifying examination with required percentage of marks or equivalent grade.

Candidates are selected based on their performance in group discussions and personal interview conducted by the University.

26.8.—Eligibility for Admission of NRI/Other Privileged Candidates.—Candidate should have passed Bachelor Degree of minimum 3 years duration (from AIU recognized University). Obtained at least 50% marks (45% marks in case of candidates belonging to reserved category) in the qualifying examination.

All foreign qualifications need to be verified from AIU by the candidate before seeking provisional admission to any program of Symbiosis University of Applied Sciences (SUAS). To promote international understanding between Indian and Foreign candidates, SUAS has reserved 5% seats for NRIs/International candidates in every division (Supernumerary Quota).

Candidates are selected based on their performance in group discussions and personal interview conducted by the University.

26.9 Admission Procedure.—The eligible candidates as specified in clause 26.7 & 26.8 above, should submit a statement of purpose and qualify in a group discussion and personal interview conducted by SUAS and secure a place in the merit list prepared on the basis of their educational credentials, and their score in the Group Discussion & Personal Interview conducted for this purpose.

26.10 Course/Specialization Distribution.—Admission to the Marketing Specialization of study shall be as decided by the University on the basis of counseling and/or personal interview

26.11 Academic cycle/year.—There will be one academic cycle of two semesters every year for this program.

26.12 Program Structure.—Program Structure shall be as per the recommendations of the concerned Board of Studies of the Faculty/School of the University duly approved by the Academic Council.

26.13 Medium of Instruction and Examination.—The medium of instruction and examination shall be English.

26.14 Examination.—26.14.1 Examinations will be conducted as per the appropriate Statutes. Ordinances and Regulations made in this respect. The scheme of examination. promotion to subsequent semesters and course of studies shall be as per the recommendations of the concerned Board of Studies with due approval of the Academic Council.

26.14.2 The passing criteria will be 40% including internal exams for both theory and practical separately in individual paper/course.

26.14.3 The studies and examination of the program shall be on the basis of marks cum-credit credit system as recommended by the concerned Board of Studies from time to time.

26.15 Eligibility for Degree.—Eligibility for Award of the Master of Business Administration (Marketing)—

A student shall be declared to be eligible for award of the degree if he/she has.—

- (a) Registered and successfully completed all the Core Courses, Optional Courses, Practical/Lab classes; including Seminars, Workshops, Presentations, Group Discussion, Field Work, Industrial Internship, Educational Tour, Project Work and other Assignments etc. where ever applicable.
- (b) Successfully acquired the total credits as specified in the program structure approved by the Academic Council from time to time.
- (c) Earned the specified credits in all the categories of subjects as applicable.
- (d) The award of the Division Class shall be as per recommendations of concerned Board of studies of the University.
- (e) No dues to the University, Hostels, Libraries, NCC/NSS etc. and
- (f) No disciplinary action is pending against him/her.

26.16 Attendance Requirement.—A candidate must have at least 75% attendance. Provided that, in case of illness or because of other reasonable cause it shall be relaxed by the Vice-Chancellor as (up to 15%) admissible within applicable regulations.

26.17 Maximum Duration for Completion of Program.—A candidate has to complete the entire program of M.B.A. (Marketing) Degree ordinarily within a maximum period of four years from the session of first admission. However, for any exceptional case the matter shall be decided by the University as per the provisions of relevant rules and regulations.

26.18 General Instructions.—(i) The admission to the M.B.A. (Marketing) program shall be governed in accordance with provisions of the Rules/Directives of relevant Regulatory Body or any other competent Authority of the Govt. of India State Government as amended from time to time.

(ii) The relaxation in eligibility conditions, age and reservation etc. shall be in accordance with the Rules Directives/of UGC/AICTE relevant Regulatory Body or any other competent Authority of the Govt. of India State Government amended from time to time.

(iii) For matters not covered in this specific Ordinance, General rules and regulations of Symbiosis University of Applied Sciences, Indore regarding specific courses shall be applicable. In other matters Board of Management of Symbiosis University of Applied Sciences, Indore shall be competent to take any decision which shall be final.

ORDINANCE No. 27

27.1	Title of the Degree :	Bachelor of Commerce
27.2	Name of Faculty/School :	School of Banking, Financial Services & Insurance Management.
27.3	Name of the Program :	Bachelor of Commerce (as per NEP 2020)
27.4	Duration of the Program :	Three years
27.5	Intake :	60