

University of Barishal
Department of Marketing
Faculty of Business Studies

Academic Rules and Regulations for Master of Business Administration (MBA)

1. The name of the degree shall be MBA (Master of Business Administration).
2. Candidates having a Bachelor degree [BBA (Honours)] from the University of Barishal shall be eligible for enrolment in the MBA program only in the respective department.
3. The program of the degree shall be divided into two semesters, and the duration of each semester shall be 6 months. The admission to the program shall be year-based, not semester-based, which means there shall be no admission to the second semester.
4. Each department shall offer both thesis and non-thesis options for its MBA students. After the end of the 2nd semester, students pursuing a thesis program shall get six more months for completion of the thesis, and non-thesis program students shall get three more months for completion of the Internship or Project. Thus, the duration of the non-thesis MBA program shall be 15 months, whereas the duration of the thesis MBA program shall be 18 months.
5. Each academic semester shall be of 26 weeks (six months), and semester activities shall be distributed in the following manner:

Class Teaching	19 weeks
Preparation time for the semester final examination	2 weeks
Duration of the semester final examination	5 weeks

6. A student shall have to complete the MBA program within 3 consecutive academic sessions, and any failure to comply with this rule shall invalidate the student's registration in the MBA program. If a thesis group student fails to submit the thesis he/she will be allowed to submit it with the next available session.
7. The MBA program shall offer courses of a minimum 48 credits for the Non-Thesis Group and a minimum 52 credits for the Thesis Group. That means there shall be a difference of at least 4 credits between the Thesis Group and Non-Thesis Group. The departments will have to frame their syllabi for the MBA program within this range of credits.
8. Every full course shall be of 4 credits carrying 100 marks in evaluation, and every half course shall be of 2 credits carrying 50 marks.
9. The duration of the semester final examination of a full course shall be 3 to 4 hours, and that of a half course shall be 2 hours, except for viva-voce. This rule may not apply to the course(s) related to presentation/ project/ internship/ field work/ thesis courses.
10. The viva-voce shall be held at the end of each semester, and the viva-voce shall carry (50+50) 100 marks worth 4 credits.

11. Evaluation System:

- The distribution of marks of a course shall be as follows:

i. Internal Assessment	40%
ii. Semester Final Examination	60%

Total = 100

- Marks allocated for internal assessment shall be distributed as follows:

i. Class Attendance	5%
ii. Assignment and/or Term Paper and/or Presentation	10%
iii. Two mid-term/ In-course examinations (each carrying 10% marks)	20%
iv. Tutorial and/or Class test and/or Quiz test and/or Class performance	5%

Total = 40%

- The weightage schedule for 5% marks allocated for class attendance:

Attendance Range (in percentage)	Marks
90% and above	5.0
85% to less than 90%	4.5
80% to less than 85%	4.0
75% to less than 80%	3.5
70% to less than 75%	3.0
65% to less than 70%	2.5
60% to less than 65%	2.0

- Letter Grade (LG) and Grade Point (GP) calculation Schedule:

Total marks obtained in each course, oral (viva-voce) examination and practical courses shall be converted into LG (Letter Grade) and GP (Grade Point) as follows:

Numerical Grade	Letter Grade		Grade Point
80% and above	A+	(A plus)	4.00
75% to less than 80%	A	(A regular)	3.75
70% to less than 75%	A-	(A minus)	3.50
65% to less than 70%	B+	(B plus)	3.25
60% to less than 65%	B	(B regular)	3.00
55% to less than 60%	B-	(B minus)	2.75
50% to less than 55%	C+	(C plus)	2.50
45% to less than 50%	C	(C regular)	2.25
40% to less than 45%	D	2.00
Less than 40%	F	0.00

12. Each department shall ascertain the distribution of marks with the question pattern for the courses while preparing the syllabus.

- 13.** The number of students in the thesis group enrolment will be decided by the respective department. A current student ranking within the top 25% of BBA CGPA holders will be eligible to conduct a thesis in the MBA program. The marks distribution and other necessary regulations of the research course will have to be mentioned in detail in the syllabus.
- 14.** The final results of those who have failed in any course(s) but have secured not less than a CGPA 2.00 shall remain withheld and will be published on removal of the “F” grade of the respective course(s).
- 15.** A student obtaining a grade lower than “B” will not be allowed to improve the grade unless he/she retake the course with the next available session on payment of retaking fees as determined by the university.
- 16.** This rule shall be effective from the session 2019-2020 onwards.

Regulations and Principles for MBA Non-Thesis Group

1. The academic committee of each department shall finalise the supervisor of the Non-Thesis Group students for the Internship/ Project.
2. The internship/project of the MBA program shall be treated as a full course carrying 100 marks and 4 credits.
3. The marks distribution of the Internship/ Project shall be as follows:

<i>Student's overall performance evaluation by the supervisor:</i>	20
<i>Evaluation of the Internship report/ Project paper by the examiners:</i>	50
<i>Defence/ Viva-voce:</i>	30
<hr/>	
Total: 100	

4. The internship report/project paper of a student shall be examined by two examiners (one shall be termed as the 1st examiner and the other as the 2nd examiner), neither of whom can be the supervisor of the student being evaluated. The examiners shall be selected from the respective department or, in exceptional cases, from other departments of the Faculty of Business Studies. The MBA examination committee shall be entitled to select the examiners. The average of the two examiners' marks shall be counted as the secured marks, and in this case, there shall be no option for any third examiner for any difference between the two examiners' marks.
5. The student shall have to defend his/her internship report/ project paper before the examination committee, and the marks for the defence shall be awarded by each of the members of the examination committee separately, the average of which shall be counted as the obtained marks in the defence.

Regulations and Principles for MBA Thesis Group

1. A current student ranking within the top 25% of BBA CGPA holders shall be eligible for enrolment in the MBA Thesis Group. However, the number of Thesis students shall be determined by the academic committee of the respective department.
2. While applying for enrolment in the MBA program, the candidate will have to express his/her desire to get admission into the Thesis Group.
3. The academic committee of each department shall finalise the supervisors of the Thesis Group students.
4. The list of the students who have been admitted to the Thesis Group, along with the name of their respective supervisors, shall be displayed on the departmental notice board within two months from the date of admission to the MBA program.
5. To get the approval of the thesis title, each student shall have to defend his/her research proposal before the examination committee in the presence of the members of the departmental academic committee. The MBA examination committee will arrange the meeting at a convenient time.
6. The thesis of the MBA program shall be treated as a full course carrying 200 marks and 8 credits.

7. The marks distribution of the thesis shall be as follows-

<i>Student's overall performance evaluation by the supervisor:</i>	40
<i>Evaluation of the thesis by the examiners:</i>	100
<i>Thesis defence:</i>	60
	<hr/>
	Total: 200

8. The thesis shall be examined by two external examiners from any public university. Before commencing the 2nd-semester final examination, the MBA examination committee will propose two names for the thesis examination and take necessary steps to get them approved by the authority. The minimum designation of both examiners evaluating thesis papers shall be an Assistant Professor. The average of the two examiners' marks shall be counted as the secured marks, and in this case, there shall be no option for any third examiner for any difference between the two examiners' marks.
9. The student will have to defend his/her thesis before the examination committee, and the marks for the defence shall be awarded by each of the members of the examination committee separately, the average of which shall be counted as the obtained marks of the defence.

Course Plan
Master of Business Administration (MBA)
Department of Marketing
University of Barishal

Year	Course Code	Course Title	Course Credit
First Semester (22 Credits)	MKT-511	Marketing Theory and Thoughts	4.00
	MKT-512	Strategic Marketing	4.00
	MKT-513	Advanced Marketing Research	4.00
	MKT-514	Business Marketing	4.00
	MKT-515	Environmental Marketing	4.00
	Viva-Voce: 50 Marks		2.00
Second Semester (26/30 Credits)	MKT-521	Integrated Marketing Communications	4.00
	MKT-522	Nonprofit and Social Marketing	4.00
	MKT-523	Digital Marketing	4.00
	MKT-524	Relationship Marketing	4.00
	MKT-525	Services Marketing	4.00
	Viva-Voce: 50 Marks		2.00
	Non-Thesis Group	Internship/Project Paper & Defence	4.00
	Thesis Group	Thesis and Defence	8.00
Total Credits: 48 for Non-Thesis Group and 52 for Thesis Group			