



**CDOE**  
CENTER FOR DISTANCE AND ONLINE EDUCATION

# **KONERU LAKSHMAIAH EDUCATION FOUNDATION**

## **STUDENT HANDBOOK**

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### **2024-2025**

**CENTRE FOR DISTANCE AND ONLINE EDUCATION**

## INTRODUCTION

Welcome aboard the KL (Deemed to be) University to have an enjoyable and successful time as a student.

This handbook helps you to familiarize with important features such as rules and regulations, various program structures, academic calendar, learning plan, live sessions and schedules, assessment criteria, academic counselling, and grievance redressal procedures. It also leads you to contact the coordinators and the faculty of your respective program as well as familiarizes with the Learning Management System (LMS) and ERP.

KL Center for Distance & Online Education (CDOE) has highly experienced faculty who have expertise in their subject area and can deliver the course to the satisfaction of the students. They are student-friendly and are highly approachable for necessary clarifications related to the courses. CDOE has also a student counselling center for guidance on academic matters and a grievance redressal cell to address students' problems related to their programs of study.

**Wish you a joyous academic journey with us in the days to come!**

## PROGRAMS OFFERED

KL (Deemed to be) University offers the following Programmes in the academic year 2024-25.

### **Undergraduate Programmes (3 Years)**

- Bachelor of Business Administration (BBA)
- Bachelor of Computer Applications (BCA)

### **Postgraduate Programmes (2 years)**

- Master of Business Administration (MBA)
- Master of Business Administration (Digital marketing)
- Master of Business Administration (Entrepreneurship)
- Master of Business Administration (Logistics & Supply Chain Management)
- Master of Business Administration (Data Science)
- Master of Computer Applications (MCA)

All programs are approved by the respective regulatory bodies and the University follows a four-quadrant approach to deliver the programs to make learning more effective.

- Quadrant I – e-tutorial
- Quadrant II – e-content
- Quadrant III – Web resources
- Quadrant IV – Self-Assessment

**Important:** Live sessions through online are conducted on Saturdays and Sundays for 12 weeks for each course to facilitate the availability of those students who are employed and are unable to attend the conventional classes. Each student will be provided with Self-Learning Material (SLM) for all courses through Learning Management System (LMS) which facilitates 24x7 accessibility to learn at their own pace.

**Note:** The maximum period allowed to complete the respective courses are as follows:

| S.No | Programme Name   | Programme Duration | Maximum Duration |
|------|--|--------------------|------------------|
| 1    | Bachelor of Business Administration (BBA)  | 3 Years            | 6 Years          |
| 2    | Bachelor of Computer Applications (BCA)  | 3 Years            | 6 Years          |
| 3    | Master of Business Administration (MBA) / Master of Business Administration (Digital marketing) / Master of Business Administration (Entrepreneurship)/Master of Business Administration (Logistics & Supply Chain Management)/ Master of Business Administration (Data Science) | 2 Years            | 4 years          |
| 4    | Master of Computer Applications (MCA)  | 2 Years            | 4 years          |

## COORDINATORS OF VARIOUS PROGRAMS



### Co-Ordinator for BBA Programme

**Dr. N. Durga Prasad** is a distinguished faculty for the past 9 years teaching both finance and marketing at graduation and post-graduation levels in different Institutions in Andhra and Telangana. He is currently an Assistant Professor in KL Business School and Coordinator for BBA Programme at Center for Online Education in Koneru Lakshmaiah Education Foundation, Andhra Pradesh, India. He received his master's degree at JNTU Kakinada, Andhra Pradesh and his Ph.D. at National Institute of Technology Warangal in Finance specialisation.

Dr. Navulla published nearly 25 articles in various national, international and Scopus indexed journals and attended a number of national and international conference. He received excellent paper award in Internal Conference held at National University of Singapore. He has considerable experience in virtual teaching and is quick to adapt to technological changes taking place in teaching-learning process from time to time.



### Co-Ordinator for BCA Programme

**Mr. Rajeev Kudari** is currently working as a Program Co-Ordinator, Centre for Distance and Online Education, at Koneru Lakshmaiah Education Foundation, Vaddeswaram, Guntur, Andhra Pradesh. He has significant experience of working for 8 years in Academic space. He is well-versed in dealing with undergraduate as well as postgraduate students in various premier institutions. He has excellent organizational skills gained through all-around administrative experience, and he has been involved in a wide variety of tasks at the university level in the capacity of Program Coordinator and Project Coordinator. His areas of research interest are Machine Learning, Cloud Computing, and Network Security. He has gained considerable experience in virtual teaching and is quick to adapt to technological changes taking place in the teaching-learning process from time to time. Mr. Kudari has actively organized workshops and taken the lead on several students training programmes and academic projects to help students secure a better future. Some of the projects he has guided have been showcased in many competitions and implemented in the university.



### Co-Ordinator for MCA Programme

**Dr. A. Sivaramakrishnan**, an accomplished professional, is an Associate Professor of Computer Science at the Centre for Online Education, Koneru Lakshmaiah Education Foundation. With a Ph.D. in Computer Science specializing in Medical Image Processing, he brings 21 years of teaching and industry experience, establishing himself as an expert in the field. Notable roles at universities in Zambia, Ethiopia, and India showcase his diverse background. Dr. Sivaramakrishnan's research focuses on Image Processing, Artificial Intelligence, and Machine Learning, resulting in significant contributions through papers, patents, and books. Recognized as a Microsoft Certified Professional, he exemplifies expertise in computer science. With a dedication to excellence, Dr. Sivaramakrishnan continues to shape and inspire the field, advancing knowledge in his areas of expertise.



### **Co-Ordinator for MBA Programmes**

**Prof. U. K. Shukla**, Program Coordinator at the Centre for Online Education, Koneru Lakshmaiah Education Foundation, is an accomplished individual with an MBA, M.Phil., and SET qualification. With 30+ years of industry and academic experience, he has excelled in syllabus framing, project development, and organizing conferences. His international teaching experience and association with institutions like Symbiosis highlight his commitment to excellence. Prof. Shukla is Vice-Chairman of the MBA Central Valuation Board, chairs technical sessions at international conferences, and specializes in Special Economic Zones research. Proficient in various methodologies, he contributes to academic research as an international journal reviewer, elevating its quality.



### **Co-Ordinator for MBA Programmes**

**Dr. Srinivasa Rao Kasisomayajula** has obtained Doctorate in Business Management from Osmania University, in 2012. He also successfully completed M.Com, MBA, M.Phil, B.Ed, Diploma in Computer Applications, Global Certificate Courses in Financial Management for Managers, Financial Accounting and Analysis, Design Thinking & Innovation. He is currently working as Associate Professor in Department of Commerce & Business Management (CDOE), Koneru Lakshmaiah Education Foundation (Deemed to be University), He has 30 years of Teaching experience and sworn various administrative responsibilities. A prolific writer; he has authored 2 text books and around 60 research articles in Scopus, UGC Care list National & International journals. He attended 200 FDP and National, International Conferences. He Got 15 Best Faculty awards and 6 Lifetime Achievement awards for recognition of his academic achievements. He also acts Director in Research Stars Association and Editor in Chief in AEIJMR. He has guideship from Mysore University and evaluated 25 Ph.D. theses as Adjudicator. He is a member in HMA, IAACS.



### **Co-Ordinator for MBA (DATA SCIENCE) Programme**

**Dr. A.V.V. Subba Rao** completed his Ph.D and MPhil from Tata Institute of Social Sciences (TISS), Mumbai. He has six years of experience as an HR Officer in AkzoNobel India Limited, Gemini Communication Limited, Megha Engineering & Infrastructures Limited, Asian Paints Limited, a Research Assistant at Santhiram Engineering College Nandyal, and a Research Officer at TISS, Mumbai. He has expertise in dealing with Business Analytics courses like HR Analytics, Talent Analytics, Workforce Analytics, People Analytics, Performance Analytics, Recruitment Analytics, HR Metrics, Business Analytics, Business Data Science and Research in Business Data Analytics & the HRM. He is working as Assistant Professor at the KL Centre for Distance & Online Education (CDOE), K L (Deemed To Be) University, Andhra Pradesh.

**ACADEMIC CALENDAR for A.Y. 2024 – 2025**  
**KLEF CENTRE FOR DISTANCE & ONLINE EDUCATION**

**BBA, BCA, MCA, MBA, MBA (Data Science), MBA (Digital Marketing), MBA (Entrepreneurship), MBA (Logistics & Supply Chain Management) PROGRAMMES**  
**JULY 2024 ACADEMIC SESSION**

| <b>ODD SEMESTER</b>  |                   |                                  |
|--|-------------------|----------------------------------|
| <b>Start Date</b>  | <b>End Date</b>   | <b>Activity</b>                  |
| <b>20-09-2024</b>  | --                | <b>Commencement of Semester</b>  |
| <b>21-09-2024</b>  |                   | <b>Program wise Orientation*</b> |
| <b>28-09-2024</b>  |                   | Learning Plan & LMS Orientation* |
| <b>05-10-2024</b>  | --                | Commencement of Live Sessions    |
| <b>23-11-2024</b>  | <b>10-02-2024</b> | <b>Sem-In Assessment</b>         |
| <b>04-12-2024</b>  | <b>09-12-2024</b> | Student Feedback                 |
| <b>09-12-2024</b>  | <b>19-12-2024</b> | Student Counselling              |
| <b>01-02-2025</b>  | <b>09-02-2025</b> | <b>Exam Review sessions</b>      |
| <b>03-02-2025</b>  | <b>08-02-2025</b> | Student Feedback                 |
| <b>10-02-2025</b>  | --                | <b>Last Working Day</b>          |
| 01-03-2025 to 23-03-2025<br>(During Weekends)                  |                   | Sem End Examinations             |
| <b>02-04-2025</b>  | <b>22-04-2025</b> | <b>Remedial Classes</b>          |
| 01-05-2025 to 06-06-2025 (During Wednesday, Thursday & Friday) |                   | Supplementary Examinations       |
| <b>EVEN SEMESTER</b>   |                   |                                  |
| <b>Start Date</b>  | <b>End Date</b>   | <b>Activity</b>                  |
| <b>17-09-2025</b>  | --                | <b>Commencement of Semester</b>  |
| <b>04-10-2025</b>  | --                | Commencement of Live Sessions    |
| <b>16-06-2025</b>  | <b>12-08-2025</b> | <b>Sem-In Assessment</b>         |
| <b>26-06-2025</b>  | <b>01-07-2025</b> | Student Feedback                 |
| <b>30-06-2025</b>  | <b>10-07-2025</b> | Student Counselling              |
| <b>02-08-2025</b>  | <b>10-08-2025</b> | Exam Review Sessions             |
| <b>03-08-2025</b>  | <b>08-08-2025</b> | Student Feedback                 |
| <b>11-08-2025</b>  | -----             | <b>Last Working Day</b>          |
| 23-08-2025 to 14-09-2025 (During Weekends)                     |                   | Sem End Examinations             |
| <b>20-09-2025</b>  | <b>28-09-2025</b> | <b>Remedial Classes</b>          |
| 15-10-2025 to 17-11-2025 (During Wednesday, Thursday & Friday) |                   | Supplementary Examinations       |

**\*For I Semester students**

**DIRECTOR**  
**KLCDOE**

**ACADEMIC CALENDAR for A.Y. 2024 – 2025**  
**KLEF CENTRE FOR DISTANCE & ONLINE EDUCATION**

**BBA, BCA, MCA, MBA, MBA (Data Science), MBA (Digital Marketing), MBA (Entrepreneurship), MBA (Logistics & Supply Chain Management) PROGRAMMES**  
**JANUARY 2025 ACADEMIC SESSION**

| <b>ODD SEMESTER</b>  |                      |                                  |
|--|----------------------|----------------------------------|
| <b>Start Date</b>  | <b>End Date</b>      | <b>Activity</b>                  |
| <b>16-04-2025</b>  | --                   | <b>Commencement of Semester</b>  |
| <b>19-04-2025</b>  |                      | <b>Program wise Orientation*</b> |
| <b>26-04-2025</b>  |                      | Learning Plan & LMS Orientation* |
| 03-05-2025   | --                   | Commencement of Live Sessions    |
| <b>16-06-2025</b>  | <b>12-08-2025</b>    | <b>Sem-In Assessment</b>         |
| 26-06-2025   | 01-07-2025           | Student Feedback                 |
| 30-06-2025   | 10-07-2025           | Student Counselling              |
| 02-08-2025   | 10-08-2025           | Exam Review Sessions             |
| 03-08-2025   | 08-08-2025           | Student Feedback                 |
| <b>11-08-2025</b>  | -----                | <b>Last Working Day</b>          |
| 23-08-2025 to 14-09-2025<br>(During Weekends)                  | Sem End Examinations |                                  |
| <b>20-09-2025</b>  | <b>28-09-2025</b>    | <b>Remedial Classes</b>          |
| 15-10-2025 to 17-11-2025 (During Wednesday, Thursday & Friday) |                      | Supplementary Examinations       |
| <b>EVEN SEMESTER</b>   |                      |                                  |
| <b>Start Date</b>  | <b>End Date</b>      | <b>Activity</b>                  |
| <b>17-09-2025</b>  | --                   | <b>Commencement of Semester</b>  |
| 11-10-2025   | --                   | Commencement of Live Sessions    |
| <b>24-11-2025</b>  | <b>10-02-2026</b>    | <b>Sem-In Assessment</b>         |
| 06-12-2025   | 13-12-2025           | Student Feedback                 |
| 20-12-2025   | 31-12-2025           | Student Counselling              |
| 24-01-2026   | 01-02-2026           | Exam Review Sessions             |
| 07-02-2026   | 14-02-2026           | Student Feedback                 |
| <b>15-02-2026</b>  | -----                | <b>Last Working Day</b>          |
| 14-03-2026 to 05-04-2026 (During Weekends)                     |                      | Sem End Examinations             |
| <b>11-04-2026</b>  | <b>30-04-2026</b>    | <b>Remedial Classes</b>          |
| 06-05-2026 to 10-06-2026 (During Wednesday, Thursday & Friday) |                      | Supplementary Examinations       |

**\*For I Semester students**

**DIRECTOR  
KLCDOE**



## Koneru Lakshmaiah Education Foundation

(Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

Accredited by NAAC as 'A'++ Grade University Approved by AICTE ISO 9001-2015 Certified

Campus: Green Fields, Vaddeswaram - 522 502, Guntur District, Andhra Pradesh, INDIA.

Phone No. 0863 - 2399999; [www.klef.ac.in](http://www.klef.ac.in); [www.klef.edu.in](http://www.klef.edu.in); [www.kluniversity.in](http://www.kluniversity.in)

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### KL- CENTRE FOR DISTANCE & ONLINE EDUCATION

### LEARNING PLAN - JULY 2024 ACADEMIC SESSION

| WEEK   | Activity                     | Syllabus To be covered | Start date                | End date                  |
|--------|------------------------------|------------------------|---------------------------|---------------------------|
| WEEK I | Read text                    | Chapter I              | Monday, 23 September 2024 | Sunday, 29 September 2024 |
|        | View PPT                     |                        |                           |                           |
|        | View Video                   |                        |                           |                           |
|        | Attempt assessment questions |                        |                           |                           |
| WEEK 2 | Read text                    | Chapter2               | Monday, 30 September 2024 | Sunday, 6 October 2024    |
|        | View PPT                     |                        |                           |                           |
|        | View Video                   |                        |                           |                           |
|        | Attempt assessment questions |                        |                           |                           |
| WEEK 3 | Read text                    | Revision Chapter 1 & 2 | Monday, 7 October 2024    | Sunday, 13 October 2024   |
|        | View PPT                     |                        |                           |                           |
|        | View Video                   |                        |                           |                           |
|        | Attempt assessment questions |                        |                           |                           |
| WEEK 4 | Read text                    | Chapter 3              | Monday, 14 October 2024   | Sunday, 20 October 2024   |
|        | View PPT                     |                        |                           |                           |
|        | View Video                   |                        |                           |                           |
|        | Attempt assessment questions |                        |                           |                           |
| WEEK 5 | Read text                    | Chapter 4              | Monday, 21 October 2024   | Sunday, 27 October 2024   |
|        | View PPT                     |                        |                           |                           |
|        | View Video                   |                        |                           |                           |
|        | Attempt assessment questions |                        |                           |                           |
| WEEK 6 | Read text                    | Revision Chapter 3 & 4 | Monday, 28 October 2024   | Sunday, 3 November 2024   |
|        | View PPT                     |                        |                           |                           |
|        | View Video                   |                        |                           |                           |
|        | Attempt assessment questions |                        |                           |                           |
| WEEK 7 | Read text                    | Chapter 5              | Monday, 4 November 2024   | Sunday, 10 November 2024  |
|        | View PPT                     |                        |                           |                           |
|        | View Video                   |                        |                           |                           |
|        | Attempt assessment questions |                        |                           |                           |
| WEEK 8 | Read text                    | Chapter 6              | Monday, 11 November 2024  | Sunday, 17 November 2024  |
|        | View PPT                     |                        |                           |                           |
|        | View Video                   |                        |                           |                           |
|        | Attempt assessment questions |                        |                           |                           |
| WEEK 9 | View Video                   | Revision Chapter 5 & 6 | Monday 18 November 2024   | Sunday 24 November 2024   |
|        | Attempt assessment questions |                        |                           |                           |
|        | View Video                   |                        |                           |                           |
|        | Attempt assessment questions |                        |                           |                           |

|   |   |                          |                          |                          |
|---|---|--------------------------|--------------------------|--------------------------|
| <b>WEEK 10</b>  | Read text<br>View PPT<br>View Video<br>Attempt assessment questions | Chapter 7                | Monday 25 November 2024  | Sunday, 1 December 2024  |
|   |   |                          |                          |                          |
| <b>WEEK 11</b>  | Read text<br>View PPT<br>View Video<br>Attempt assessment questions | Chapter 8                | Monday, 2 December 2024  | Sunday, 8 December 2024  |
|   |   |                          |                          |                          |
| <b>WEEK 12</b>  | Read text<br>View PPT<br>View Video<br>Attempt assessment questions | Revision Chapter 7 & 8   | Monday, 9 December 2024  | Sunday, 15 December 2024 |
|   |   |                          |                          |                          |
| <b>WEEK 13</b>  | Read text<br>View PPT<br>View Video<br>Attempt assessment questions | Chapter 9                | Monday, 16 December 2024 | Sunday, 22 December 2024 |
|   |   |                          |                          |                          |
| <b>WEEK 14</b>  | Read text<br>View PPT<br>View Video<br>Attempt assessment questions | Chapter 10               | Monday, 30 December 2024 | Sunday, 5 January 2025   |
|   |   |                          |                          |                          |
| <b>WEEK 15</b>  | Read text<br>View PPT<br>View Video<br>Attempt assessment questions | Revision Chapter 9 & 10  | Monday, 6 January 2025   | Sunday, 12 January 2025  |
|   |   |                          |                          |                          |
| <b>WEEK 16</b>  | Read text<br>View PPT<br>View Video<br>Attempt assessment questions | Chapter 11               | Monday, 13 January 2025  | Sunday, 19 January 2025  |
|   |   |                          |                          |                          |
| <b>WEEK 17</b>  | Read text<br>View PPT<br>View Video<br>Attempt assessment questions | Chapter 12               | Monday, 20 January 2025  | Sunday, 26 January 2025  |
|   |   |                          |                          |                          |
| <b>WEEK 18</b>  | Read text<br>View PPT<br>View Video<br>Attempt assessment questions | Revision Chapter 11 & 12 | Monday, 27 January 2025  | Sunday, 2 February 2025  |
|   |   |                          |                          |                          |
| <b>WEEK 19</b>  | Read text<br>View PPT<br>View Video<br>Attempt assessment questions | Chapter 13               | Monday, 3 February 2025  | Sunday, 9 February 2025  |
|   |   |                          |                          |                          |
| <b>WEEK 20</b>  | Read text<br>View PPT<br>View Video<br>Attempt assessment questions | Chapter 14               | Monday, 10 February 2025 | Sunday, 16 February 2025 |
|   |   |                          |                          |                          |
| <b>WEEK 21</b>  | Read text<br>View PPT<br>View Video<br>Attempt assessment questions | Revision Chapter 13 & 14 | Monday, 17 February 2025 | Sunday, 23 February 2025 |
|   |   |                          |                          |                          |
| <b>WEEK 22 &amp; 23</b>   | Revision for End Semester Examinations                              | Revision                 | Monday, 18 February 2025 | Friday 28 February 2025  |
|   |   |                          |                          |                          |
|   |   |                          |                          |                          |
|   |   |                          |                          |                          |
|   |   |                          |                          |                          |
| Commencement of End Semester Examinations during weekends from March 1 2025 |   |                          |                          |                          |



## Koneru Lakshmaiah Education Foundation

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### KL CENTRE FOR DISTANCE & ONLINE EDUCATION

#### LEARNING PLAN - JANUARY 2025 ACADEMIC SESSION

| WEEK No | ACTIVITY                     | SYLLABUS TO BE COVERED    | START DATE            | END DATE             |
|---------|------------------------------|---------------------------|-----------------------|----------------------|
| WEEK 1  | Read text                    | Chapter I                 | Monday, 28 April 2025 | Sunday, 4 May 2025   |
|         | View PPT                     |                           |                       |                      |
|         | View Video                   |                           |                       |                      |
|         | Attempt assessment questions |                           |                       |                      |
| WEEK 2  | Read text                    | Chapter2                  | Monday, 5 May 2025    | Sunday,11 May 2025   |
|         | View PPT                     |                           |                       |                      |
|         | View Video                   |                           |                       |                      |
|         | Attempt assessment questions |                           |                       |                      |
| WEEK 3  | Read text                    | Chapter 3                 | Monday, 12 May 2025   | Sunday, 18 May 2025  |
|         | View PPT                     |                           |                       |                      |
|         | View Video                   |                           |                       |                      |
|         | Attempt assessment questions |                           |                       |                      |
| WEEK 4  | Read text                    | Revision Chapter 1, 2 & 3 | Monday, 19 May 2025   | Sunday, 25 May 2025  |
|         | View PPT                     |                           |                       |                      |
|         | View Video                   |                           |                       |                      |
|         | Attempt assessment questions |                           |                       |                      |
| WEEK 5  | Read text                    | Chapter 4                 | Monday, 26 May 2025   | Sunday, 1 June 2025  |
|         | View PPT                     |                           |                       |                      |
|         | View Video                   |                           |                       |                      |
|         | Attempt assessment questions |                           |                       |                      |
| WEEK 6  | Read text                    | Chapter 5                 | Monday, 2 June 2025   | Sunday, 8 June 2025  |
|         | View PPT                     |                           |                       |                      |
|         | View Video                   |                           |                       |                      |
|         | Attempt assessment questions |                           |                       |                      |
| WEEK 7  | Read text                    | Chapter 6                 | Monday,9 June 2025    | Sunday,15 June 2025  |
|         | View PPT                     |                           |                       |                      |
|         | View Video                   |                           |                       |                      |
|         | Attempt assessment questions |                           |                       |                      |
| WEEK 8  | Read text                    | Revision Chapter 4,5 & 6  | Monday, 16 June 2025  | Sunday, 22 June 2025 |
|         | View PPT                     |                           |                       |                      |
|         | View Video                   |                           |                       |                      |
|         | Attempt assessment questions |                           |                       |                      |
| WEEK 9  | View Video                   | Chapter 7                 | Monday 23 June 2025   | Sunday 29 June 2025  |
|         | Attempt assessment questions |                           |                       |                      |
|         | View Video                   |                           |                       |                      |
|         | Attempt assessment questions |                           |                       |                      |
| WEEK 10 | Read text                    | Chapter 8                 | Monday 30 June 2025   | Sunday, 6 July 2025  |
|         | View PPT                     |                           |                       |                      |
|         | View Video                   |                           |                       |                      |
|         | Attempt assessment questions |                           |                       |                      |

|   |  |                           |                        |                        |
|---|--|---------------------------|------------------------|------------------------|
| WEEK 11   | Read text                              | Chapter 9                 | Monday, 7 July 2025    | Sunday, 13 July 2025   |
|   | View PPT                               |                           |                        |                        |
|   | View Video                             |                           |                        |                        |
|   | Attempt assessment questions           |                           |                        |                        |
| WEEK 12   | Read text                              | Revision Chapter 7, 8 & 9 | Monday,14 July 2025    | Sunday,20 July 2025    |
|   | View PPT                               |                           |                        |                        |
|   | View Video                             |                           |                        |                        |
|   | Attempt assessment questions           |                           |                        |                        |
| WEEK 13   | Read text                              | Chapter 10                | Monday,21 July 2025    | Sunday,27 July 2025    |
|   | View PPT                               |                           |                        |                        |
|   | View Video                             |                           |                        |                        |
|   | Attempt assessment questions           |                           |                        |                        |
| WEEK 14   | Read text                              | Chapter 11                | Monday, 28 July 2025   | Sunday,3 August 2025   |
|   | View PPT                               |                           |                        |                        |
|   | View Video                             |                           |                        |                        |
|   | Attempt assessment questions           |                           |                        |                        |
| WEEK 15   | Read text                              | Chapter 12                | Monday,4 August 2025   | Sunday,10 August 2025  |
|   | View PPT                               |                           |                        |                        |
|   | View Video                             |                           |                        |                        |
|   | Attempt assessment questions           |                           |                        |                        |
| WEEK 22 & 23  | Revision for End Semester Examinations | Revision                  | Monday, 11 August 2025 | Friday ,22 August 2025 |
|   |  |                           |                        |                        |
|   |  |                           |                        |                        |
|   |  |                           |                        |                        |
|   |  |                           |                        |                        |
| Commencement of End Semester Examinations during weekends from 23 August 2025 |  |                           |                        |                        |

## PROGRAMME INFORMATION AT A GLANCE

The following Academic Programmes are on offer from the KLEF in Online Learning mode (OL) during academic year 2024-2025.

| <b>Level</b> | <b>Programmes</b>                         | <b>Duration</b> | <b>Eligibility</b>       |
|--------------|---|-----------------|--------------------------|
| UG           | Bachelor of Business Administration (BBA) | 03 Years        | HSC (12th) or Equivalent |
| UG           | Bachelor of Computer Applications (BCA)   | 03 Years        | HSC (12th) or Equivalent |
| PG           | Master of Business Administration (MBA)   | 02 years        | UG Degree or Equivalent  |
| PG           | MBA (Digital Marketing)                   | 02 years        | UG Degree or Equivalent  |
| PG           | MBA (Logistics & Supply Chain Management) | 02 years        | UG Degree or Equivalent  |
| PG           | MBA (Data Science)                        | 02 years        | UG Degree or Equivalent  |
| PG           | MBA (Entrepreneurship)                    | 02 years        | UG Degree or Equivalent  |
| PG           | Master of Computer Applications (MCA)     | 02 years        | UG Degree or Equivalent  |

## MEDIUM OF INSTRUCTION

The medium of instruction used in the counseling, study materials, question papers and all modes of communication shall be English only.

### **Program Educational Objectives (PEOs) and Program Outcomes (POs)**

#### **Bachelor of Business Administration Program Educational Objectives**

| <b>PO NO</b> | <b>Description</b>   |
|--------------|--|
| PO 1         | To educate the business graduates to respond effectively in meeting the competitive business needs of the society.   |
| PO 2         | To nurture the spirit of Entrepreneurship among the students that propagates the business world.   |
| PO 3         | To train the students in emerging as efficient managers equipped with innovation, rationality and application-oriented decision-making in the context of the ever-changing business environment. |

## Bachelor of Business Administration Program outcomes (POs)

| PO NO | Description  |
|-------|--|
| PO 1  | Core Business Knowledge Demonstrate competency in the underlying concepts, theory and tools taught in the coreundergraduate curriculum.  |
| PO 2  | Critical Thinking skills Able to define analyze and devise solutions for multifunctional business problems and issues in the areas like Marketing, Finance, Human Resources and Production.  |
| PO 3  | Global Perspective Identify and analyze relevant global factors that influences decision making in International Business Perspective  |
| PO 4  | Investigation of complex problemsAn ability to use research-based knowledge and research methods including design of innovative processes, analysis and interpretation of data and synthesis of theinformation to obtain solutions to organizational problems                                  |
| PO 5  | Application of Statistical and Analytical tools Ability to create, selectand apply appropriate analytical tools, techniques and methods inthe modern management activities.  |
| PO 6  | The Manager and society Ability to apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant tothe professional management practices.  |
| PO 7  | Legal Environment and sustainability Ability to demonstrate the knowledge of contemporary issues in legal aspects, understandingand reporting their impact on societal and environmental contexts, leading towards sustainable organizational development through entrepreneurial orientation. |

|       |  |
|-------|--|
| PO 8  | Ethics & Corporate Social Responsibility An ability to apply ethical principles and commit to professional ethics and responsibilities and norms of management practice. Identify and analyze ethical conflicts and social responsibility issues involving different stakeholders. |
| PO 9  | Individual and Teamwork An ability to perform different roles effectively as an individual and a member or leader in diverse teams and in multi-disciplinary streams with entrepreneurial edge.  |
| PO 10 | Communication Ability to communicate effectively oral, written reports and graphical forms on complex managerial and administrative activities.  |
| PO 11 | Project Management and Finance Ability to demonstrate knowledge and understanding of the business and operational activities and having sound knowledge in the financial aspects and applying those concepts to manage projects in multi-disciplinary environments.                |
| PO 12 | Lifelong Learning An ability to recognize the need for and having the preparation and ability to engage independent and life-long learning in global context of technological and organizational change.   |

## Bachelor of computer applications (BCA) Program Educational Objectives

| PEO NO | Description   |
|--------|---|
| PEO 1  | Practice Computer Applications in a broad range of industrial, societal and real world applications.  |
| PEO 2  | Pursue advanced education, research and development, and other creative and innovative efforts in science, engineering, and technology, as well as other professional careers |
| PEO 3  | Conduct them in a responsible, professional, and ethical manner.  |

## Bachelor of computer applications (BCA) Program Outcomes

| PO NO | Description  |
|-------|--|
| PO 1  | <b>Problem Analysis:</b> Ability to identify, formulate, research literature, and analyze complex computer application-oriented problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and computer applications.  |
| PO 2  | <b>Design / development of solutions:</b> Ability to design solutions for complex computer application problems and design system components or processes that meet the specified needs with appropriate consideration for public health and safety, and cultural, societal, and environmental considerations. |
| PO 3  | <b>Conduct investigations of complex problems:</b> Ability to use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.   |

|      |   |
|------|---|
| PO 4 | <b>Modern tool usage:</b> Ability to create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modeling to complex engineering activities with an understanding of the limitations. |
| PO 5 | <b>Communication:</b> Ability to communicate and engage effectively with diverse stakeholders.  |
| PO 6 | Ability to apply ethical principles and commit to professional ethics and responsibilities.   |
| PO 7 | <b>Life-long learning:</b> Ability to recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.  |
| PO 8 | <b>Individual and teamwork:</b> Ability to function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.  |

## Master of Business Administration (MBA) Program Outcomes Program Educational Objectives

| PEO NO | Description  |
|--------|--|
| PEO 1  | Make students to apply techniques of business analysis, data management and problem-solving skills in order to support business management decision-making in the field of relevance.  |
| PEO 2  | Inculcate leadership skills needed for implementing and coordinating organizational activities and managing change to explore business problems in depth for developing their functional knowledge to think strategically and to lead, motivate and manage teams across borders. |
| PEO 3  | Nurture with abilities to integrate business knowledge and management techniques to aid planning and control in a changing environment and to enhance better career paths.   |

## Master of Business Administration (MBA) Program Outcomes

| PO NO | Description  |
|-------|--|
| PO 1  | Core Business Knowledge: Able to synthesize the knowledge, management skills, and tools acquired in the program, which will be helpful to shape the organizations effectively.       |
| PO 2  | Career Planning and Decision Making: Able to excel in their chosen career paths, by learning on how to live, adapt and manage business environmental change through decision making. |

|      |   |
|------|---|
| PO 3 | Critical Thinking and Leadership :Able to reflect upon and explore business and research problems in depth, to demonstrate leadership skills and to demonstrate ability to pursue new knowledge necessary to succeed in dynamic domestic and international business environments. |
| PO 4 | Manager & Society: Able to emerge as efficient managers equipped with innovation, rationality and application-oriented decision-making in the context of the ever-changing business environment.  |
| PO 5 | Team Building & Business Communication: Able to communicate effectively and to perform different roles efficiently as an individual or in a team in multi-disciplinary streams with entrepreneurial edge.   |
| PO 6 | Business perspective and Sustainability: Able to gain an understanding of professional, legal, financial, marketing, production & operational activities, logistics, ethical, social issues and responsibilities.   |
| PO 7 | Application of Statistical and Analytical tools: Able to gain knowledge of contemporary issues and develops an art of using current techniques, skills and necessary analytical tools for managerial practice.  |

**KL CENTRE FOR DISTANCE & ONLINE EDUCATION**  
**MBA DIGITAL MARKETING**

**Programme Outcomes (PO's)**

| PO NO       | Description   |
|-------------|---|
| <b>PO 1</b> | <b>Core Business Knowledge</b> Able to conceptualize, create value in terms of products and services utilizing resources like manpower, time, material and money.   |
| <b>PO 2</b> | <b>Career Planning and Decision Making</b> Able to realize one's own potential in terms of personal growth, and organizational agility through understanding business roles and skills.   |
| <b>PO 3</b> | <b>Critical Thinking and Leadership</b> Able to reflect upon and explore business and research problems in depth, to demonstrate leadership skills and to demonstrate ability to pursue new knowledge necessary to succeed in dynamic domestic and international business environments. |
| <b>PO 4</b> | <b>Manager &amp; Society</b> Able to connect and combine priorities in terms of environmental, social and economic objectives.  |
| <b>PO 5</b> | <b>Scale-Up to National and Global Aspirations</b> Able to leverage local resources and expertise to build scalable organizations globally.   |
| <b>PO 6</b> | <b>Use Tools and Techniques Effectively</b> Able to gain skills and expertise to use advanced digital marketing tools and to design effective campaigns and promotions.   |
| <b>PO 7</b> | <b>Building Business Innovation &amp; Customer Loyalty</b> Able to gain skills to use effective strategies and techniques to enhance reach of potential customers and create bonding through digital Campaigns.   |

**Program Specific Outcomes (PSOs) – MBA Digital Marketing Programme**

|       |   |
|-------|---|
| PSO 1 | Graduates will offer specialized skills in conceptualizing, designing and deployment of digital media tools and technologies to explore innovative business opportunities and strategic advantage of the organizations. |
| PSO 2 | Graduates will be able to align and optimize digital marketing strategies to utilize resources and time of the organization to gain competitive advantage through branding, promotions and nurturing.                   |

## MBA ENTREPRENEURSHIP

### Programme Outcomes (PO's)

| PO NO | Description   |
|-------|---|
| PO 1  | <b>Core Business Knowledge</b> Able to conceptualize, create value in terms of products and services utilizing resources like manpower, time, material and money.   |
| PO 2  | <b>Career Planning and Decision Making</b> Able to realize one's own potential in terms of personal growth, and organizational agility through understanding business roles and skills.   |
| PO 3  | <b>Critical Thinking and Leadership</b> Able to reflect upon and explore business and research problems in depth, to demonstrate leadership skills and to demonstrate ability to pursue new knowledge necessary to succeed in dynamic domestic and international business environments. |
| PO 4  | <b>Manager &amp; Society</b> Able to connect and combine priorities in terms of environmental, social and economic objectives.  |
| PO 5  | <b>Scale-Up to National and Global Aspirations</b> Able to leverage local resources and expertise to build scalable organizations globally.   |
| PO 6  | <b>Use Tools and Techniques Effectively</b> Able to do research and identify tools and techniques to build and commercially propagate products and services.  |
| PO 7  | <b>Creating Viable Businesses</b> Able to devise strategies and tactics to promote concepts and ideas into profitable propositions.   |

### Program Specific Outcomes (PSOs) – MBA Entrepreneurship Programme

|       |  |
|-------|--|
| PSO 1 | Graduates will gain insights into necessary skills, attitudes and knowledge required to be successful in their entrepreneurial ventures. |
| PSO 2 | Graduates will master the techniques in different functional areas to sustain business growth and maximize stakeholder value.            |

## MBA LOGISTICS & SUPPLY CHAIN MANAGEMENT

### Programme Outcomes (PO's)

| PO NO | Description   |
|-------|---|
| PO 1  | <b>Core Business Knowledge</b> Able to conceptualize, create value in terms of products and services utilizing resources like manpower, time, material and money.   |
| PO 2  | <b>Career Planning and Decision Making</b> Able to realize one's own potential in terms of personal growth, and organizational agility through understanding business roles and skills.   |
| PO 3  | <b>Critical Thinking and Leadership</b> Able to reflect upon and explore business and research problems in depth, to demonstrate leadership skills and to demonstrate ability to pursue new knowledge necessary to succeed in dynamic domestic and international business environments. |
| PO 4  | <b>Manager &amp; Society</b> Able to connect and combine priorities in terms of environmental, social and economic objectives.  |
| PO 5  | <b>Scale-Up to National and Global Aspirations</b> Able to leverage local resources and expertise to build scalable organizations globally.   |
| PO 6  | <b>Use Tools and Techniques Effectively</b> Able to gain knowledge and expertise on using state of art technology and applications to add value to supply chain and logistics solutions.  |
| PO 7  | <b>Creating Business Innovations</b> Able to utilize business & technology knowledge to deliver innovative, affordable and scalable solutions.  |

### Program Specific Outcomes (PSOs) – MBA Logistics & Supply Chain Management Programme

|       |  |
|-------|--|
| PSO 1 | Graduates will use their expertise and knowledge to align local supply and demand factor to global opportunities leveraging the concepts, tools, and applications in Supply Chain and logistics. |
| PSO 2 | Graduate will offer innovative and cost-effective solutions by utilizing opportunities in national and international markets in production, logistics and warehousing.                           |

## MBA DATA SCIENCE

### Programme Outcomes (PO's)

| PO NO | Description   |
|-------|---|
| PO 1  | <b>Core Business Knowledge</b> Able to conceptualize, create value in terms of products and services utilizing resources like manpower, time, material and money.   |
| PO 2  | <b>Career Planning and Decision Making</b> Able to realize one's own potential in terms of personal growth, and organizational agility through understanding business roles and skills.   |
| PO 3  | <b>Critical Thinking and Leadership</b> Able to reflect upon and explore business and research problems in depth, to demonstrate leadership skills and to demonstrate ability to pursue new knowledge necessary to succeed in dynamic domestic and international business environments. |
| PO 4  | <b>Manager &amp; Society</b> Able to connect and combine priorities in terms of environmental, social and economic objectives.  |
| PO 5  | <b>Scale-Up to National and Global Aspirations</b> Able to leverage local resources and expertise to build scalable organizations globally.   |
| PO 6  | <b>Use Tools and Techniques Effectively</b> Able to use and deploy advanced tools of analysis and visualization to project trends and present solutions.  |
| PO 7  | <b>Delivering Business Innovations</b> Able to use analytical proficiency to model innovative business strategies and solutions.  |

### Program Specific Outcomes (PSOs) – MBA Data Science Programme

|       |   |
|-------|---|
| PSO 1 | Graduates will leverage advanced and emerging trends in Data Science to capture, analyze and utilize insights to further organizational growth and profitability.   |
| PSO 2 | Graduates will bring into play their expertise in technologies such as AI, ML, statistical techniques and tools to model business operations and strategies to provide competitive thrust in the marketplace. |

**Programme Outcomes (PO's)**

| PO NO | Description  |
|-------|--|
| PO 1  | <b>Computational Knowledge</b> : Acquire knowledge of advanced programming practices, computing skills, and domain knowledge for developing application software to solve real world problems. |
| PO 2  | <b>Problem Analysis</b> Ability to identify computing problem and analyze the component of problem using principles of mathematics, specialized computing, and application strategies.<br>.    |
| PO 3  | <b>Design and Development</b> Design and develop efficient solutions for complex problems across different domains.  |
| PO 4  | <b>Research</b> Apply research-based knowledge and methodologies to analyze, design, validate result and interpret it into optimized conclusions.  |
| PO 5  | <b>Modern Tool Usage</b> Create, select, adapt and apply appropriate techniques, resources and modern IT tools to solve complex computing problems.  |
| PO 6  | <b>Project Management</b> Demonstrate knowledge on project management principles, interpersonal skill and communicate in the team effectively to deliver solutions and operational procedures. |
| PO 7  | <b>Communication</b> Communicate effectively in the team and the user to deliver solution and operational procedures with professional standards and ethics.                                   |

**Program Specific Outcomes (PSOs) – MCA Program**

|       |   |
|-------|---|
| PSO 1 | The Graduate will exhibit a great sense of leadership with competent knowledge, innovation, and creativity in their field of specialization and gain exposure in preventive, ethical hacking, and forensic security technologies. |
| PSO 2 | The Graduate will exhibit professionalism, ethical attitude communication skills and teamwork in their profession and adapt to current trends by engaging in lifelong learning.   |

## ACADEMIC REGULATIONS

This document supplements the KLEF rules and regulations to assist all students. It is required that every individual must abide by these regulations.

**Note:** The regulations stated in this document are subject to change or can be relaxed /modified without prior notice at the discretion of the Hon'ble Vice Chancellor.

### 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. The 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 & Calendar 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. As per UGC regulations admissions are opened twice in a year i.e. July and January. Admissions made in July are called as Academic Year admissions and January admissions are known as calendar year admissions.

**Audited Course:** It is a course of study which has zero credits and has a "Satisfactory" or an "Unsatisfactory" grade.

**Backlog Course:** A course is considered to be a backlog 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 of the 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 Commerce, Management, Computer Applications etc.)

**Certificate course:** It is a course that makes a student gain hands-on expertise and skills required for holistic development. It is a mandatory, non-credited course for the award of degree.

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

**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 a 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, text-book(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.

**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 credit of all courses in all the semesters. It is expressed up to two decimal places.

**Curriculum:** Curriculum is a standards-based sequence of planned experiences where students practice and achieve proficiency in content and applied learning skills. Curriculum is the central guide for all educators as to what is essential for teaching and learning, so that every student has access to rigorous academic experiences.

**Degree:** A student who fulfills all the Program requirements is eligible to receive a degree.

**Degree with Specialisation:** A student who fulfills all the Program requirements of her/his discipline and successfully completes a specified set of Professional elective courses

in a specialised area is eligible to receive a degree with specialisation.

**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 course.

**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 and Humanities Elective.

**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.

**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.

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

**Make-up Test:** An additional test scheduled on a date other than the originally scheduled date. (Describe elaborately)

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

**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.

**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.

**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 location, where the students and the faculty get involved in finding solutions to real-world problems. A student can choose Project/Practice School during his/her 7th or 8th semester of his/her Academic Year to meet the final requirements for the award of B.Tech 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 engineering 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.

**Supplementary:** 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-Registration:** Student who are detained in courses due to attendance or marks criteria as per their regulation are given a chance to re-register for the same and complete it during the summer term.

**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 and even semester in December.

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

**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's 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 for a semester in that Program.

**Course Withdrawal:** 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.

## GRADUATION REQUIREMENT

**Following are the requirements in UG programmes under Management Humanities andsciences:**

- The student should complete all mandatory courses (University Core, College core, Departmental Core) as prescribed in the curriculum of the respective department.
- The student should complete all courses (Professional electives, Basic Sciences and Humanities and social sciences) as prescribed in the curriculum of the respective department.
- Acquire minimum credits through term-paper/project/ practice school/ internship prescribed in the curriculum of the respective department.
- Student must earn minimum number of credits as stipulated in the program structure.  
Must complete the industrial training (internship) of four weeks duration.
- Must obtain a minimum CGPA of 5.25 at the end of the Graduate Programs in Bachelor of Computer applications, Bachelor of Business Administration.
- Meet all the above-mentioned requirements in less than twice the period of the program, which includes deceleration period chosen by the student, deceleration imposed by KLEF.

### **For PG programmes in Management Humanities and sciences**

- The student should complete all mandatory courses (University Core, College Core and Departmental Core) as prescribed in the curriculum of the respective department.
- The student should complete all courses (Professional electives, Basic Sciences and Humanities and social sciences) as prescribed in the curriculum of the respective department.
- Student must earn minimum number of credits as stipulated in the program structure.
- Acquire minimum credits through term-paper/project/ practice school/ internship prescribed in the curriculum of the respective department.
- Must complete Dissertation and/or practice school.
- Must obtain a minimum CGPA of 5.5 at the end of the Post Graduate Programs MBA and its specializations.
- Meet all the above-mentioned requirements in less than twice the period of the program, which includes deceleration period chosen by the student, deceleration imposed by KLEF. Students

should acquire the number of credits to complete the respective program and CGPA as given below.

| S No | Name of the program                 | Total Credits to be completed | Minimum CGPA required |
|------|-------------------------------------|-------------------------------|-----------------------|
| 1    | Bachelor of Computer Applications   | 120                           | 5.25                  |
| 2    | Bachelor of Business Administration | 145                           | 5.25                  |
| 3    | Master of Business Administration   | 104                           | 5.5                   |
| 4    | Master of Computer Applications     | 80                            | 5.5                   |

## 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 / Skill/ Project/ Self Study / Capstone Design etc.), in the Choice Based Credit System. However, all such are essentially designed, implemented, and assessed in Outcome Based Education Framework.

### Program Structure

- A.** An Academic Year is made of Two semesters each is of, approximately 15+1 week duration and each semester is classified as:
  - Odd Semester (September – March)
  - Even Semester (April– August).
- B.** KLEF may offer summer term between May and June.
- C.** All courses are offered under three categories vis-à-vis. even, odd and dual semester courses.
- D.** Students have the flexibility to choose courses of their own choice prescribed by the KLEF.
- E.** From 3rd Semester onwards a student can register for a maximum of 30 credits, other than audited and certificate courses per semester. This is not applicable when student exercises the overloading option (while doing project work/practice school/Minor degree/Honors degree program/specialization).
- F.** Every course has a Lecture-Tutorial-Practice-Skill (L-T/ST-P-S) component attached to it.
- G.** Based upon the L-T-P-S structure the credits are allotted to a course using the following criteria.
  - Every Lecture / Tutorial hour is equivalent to one credit.
  - Every Practical hour is equivalent to half credit.
  - Every skill-based practice hour is equivalent to quarter credit.
  - If the calculated value of credit is a fraction, it is rounded to the next integer.
  - Every (ST) Studio hour is equivalent to one and a half credit.

**Audit Courses:**

Any course offered in the University that has no assessment of student performance and no grading.

**Value-Added courses:**

Courses leading to global certification and those which are conducted exclusively for employability are referred to as value added courses.

**Bridge Courses:**

Courses which are required to bridge the continuity among the Basic sciences/Engineering Sciences/professional courses (both core and electives) and are identified through gap analysis carried out using feedback obtained from various academic stakeholders are termed as Bridge Courses. These courses also do not yield any credits but require a “Satisfactory” result to register into the attached professional courses.

**Course Precedence:**

The following are the guidelines for registering into courses with pre-requisites. 1. Everycourse may have one or more of its preceding course(s) as pre- requisite(s). 2.To registerfor a course, the student must successfully be promoted in these course(s) earmarked as pre-requisite(s) for that course.

KLEF offers summer term courses during May and June.

The following are the guidelines to register into courses offered in Summer Semester.

- H. 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 must ensure that there is no clash in the time table.
- I. A student can register into a detained course or a not-registered course (course offered in regular semester, but student failed to register due to the non- compliance of pre-requisite condition but has paid the fee.) A student can also register for other than the above two mentioned categories of courses only if they are permitted for acceleration.
- J. In any case, a student can register only for a maximum of 12 credits during summer term.
- K. Attendance & Promotion policy for summer term is same as compared to the regular semester except for condonation policy. Condonation is not applicable for summer term courses.

## Award of Degree

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

- a.  $5.5 \leq \text{CGPA} < 5.75$  will be awarded Pass class.
- b.  $5.75 \leq \text{CGPA} < 6.75$  will be awarded Second-class.
- c.  $6.75 \leq \text{CGPA} < 7.75$  will be awarded First class.
- d.  $\text{CGPA} \geq 7.75$  will be awarded First class with Distinction provided the student has cleared all the courses in first attempt and must have fulfilled all the program requirements within the specified minimum years duration.

## ASSESSMENT & EVALUATION PROCESS

The assessment in each theory subject consists of two Sem-In Assessments (Home Assignment & Quiz) and the Semester-End Examination (SEE) (Subjective Examinations). The Sem-In Assessments and the Semester-End Examinations will be conducted as per the Academic Calendar.

As per the necessity, the Supplementary examinations will be conducted at the discretion of Dean Academics with the approval of the Vice-Chancellor.

### ASSESSMENT CRITERIA

In semester assessment – 30% End semester assessment – 70%

#### In Semester Assessment

- Objective type - 15% - 40 questions of 1 mark each- MCQ Quiz
- Subjective type - 15% - 4 questions of 10 marks each – Home Assignment

#### End Semester Assessment

- Conducted for 100 marks scaled down to 70 marks
- 8 questions - 10 marks each out of which student should attempt 4 questions.
- 8 questions - 15 marks each out of which student should attempt 4 questions.

### SEMESTER-IN EVALUATION

The following guidelines are followed for the Semester-In evaluation.

- A. The process of evaluation is continuous throughout the semester.
- B. The distribution of marks for Semester-In evaluation is 30% of aggregate marks of the course for all the programs
- C. The distribution of weightage for various evaluation components are decided and notified by the course coordinator through the course handout after approval by the Dean Academics, prior to the beginning of the semester.
- D. In case the student is unable to appear for any evaluation component owing to hospitalization, participation in extra/ co-curricular activities representing KLEF/ state/ country; the Dean Academics can permit to conduct of re- examination for such students.

- E.** In case a student has missed any of the two in-semester evaluations, S/he is eligible for and will be provided with an opportunity of appearing for re-Assessment.

### **Semester End Examination**

- A.** The pattern and duration of such examination are decided and notified by the Course Co-ordinator through the Course handout, after approval from the Dean Academic.
- B.** To maintain transparency in evaluation, answer scripts are shown to the students for verification. If there is any discrepancy in evaluation, the student can request the Controller of Examinations to re-evaluate.
- C.** If a student earns F grade in any of the courses of a semester, an instant supplementary exam (for only Semester End Exam component) will be provided within a fortnight of the declaration of the results.

## Assessment of Project/Research-Based Subjects

All project or research-based subjects must have a defined time-limit for completion. The specific time limits for completion and schedule for monitoring and evaluation of performance of students will be announced each term. The final project report, after getting the plagiarism certificate, only will be considered and evaluated by the panel of examiners. Student project reports must follow the guidelines prescribed by the office of Dean Academics.

### Grading Process

At the end of all evaluation components based on the performance of the student, each student is awarded based on absolute grading system. Choice of grading system is decided by the Course-Coordinator with due approval of Dean Academics and is specified in the course handout.

### Absolute Grading

The list of absolute grades and its connotation are given below for BCA, BBA, MBA programs

| Performance   | Letter Grade | Grade Point | Percentage of marks |
|---------------|--------------|-------------|---------------------|
| Outstanding   | O            | 10          | 90 - 100            |
| Excellent     | A+           | 9           | 80 - 89             |
| Very Good     | A            | 8           | 70 - 79             |
| Good          | B+           | 7           | 60 - 69             |
| Above Average | B            | 6           | 50 - 59             |
| Average       | C            | 5           | 46 - 49             |
| Pass          | P            | 4           | 40 - 45             |
| Failed        | F            | 0           | 0 – 39              |
| Absent        | AB           | 0           | Absent              |

## SGPA & CGPA

The SGPA is the ratio of sum of the product of the number of credits with the grade pointsscored 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.

$$SGPA(S_i) = \frac{\sum C_i * G_i}{\sum C_i}$$

Where ‘Ci’ is the number of credits of the  $i^{\text{th}}$  course and ‘Gi’ is the grade point scored by the student in the  $i^{\text{th}}$  course.

$$CGPA(S_i) = \frac{\sum C_i * S_i}{\sum C_i}$$

The CGPA is also calculated in the same manner taking into account all the coursesundergone by a student over all the semesters of a program,

Where ‘Si’ is the SGPA of the  $i^{\text{th}}$  semester and ‘Ci’ is the total number of credits in thatsemester.

- A. The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.
- B. CGPA can be converted to percentage of marks:  $10 \times CGPA - 7.5$
- C. A student appearing for a course having lab integrated with theory and in case obtains less than 40% in either of lab or theory component of semester end examination, and in such case the student has to reappear for the component only in which he has secured less than 40%. Till successful attainment of minimum40% of both components, the student remains in the F grade for that course.
- D. Audit/Certificate courses are graded as satisfactory (S) or Non- Satisfactory (NS) only.
- E. At the end of each semester, the KLEF issues grade sheet indicating the SGPA and CGPA of the student. However, grade sheet will not be issued to the studentif he/she has any outstanding dues.

## Illustration of Computation of SGPA AND CGPA

Computation of SGPA and CGPA Illustration for SGPA

| COURSE   | CREDITS | GRADE LETTER | GRADE POINT | CREDITPOINT<br>(Credit x Grade) |
|----------|---------|--------------|-------------|---------------------------------|
| Course 1 | 3       | A            | 8           | 3 X 8 = 24                      |
| Course 2 | 4       | B+           | 7           | 4 X 7 = 28                      |
| Course 3 | 3       | B            | 6           | 3 X 6 = 18                      |
| Course 4 | 3       | O            | 10          | 3 X 10 = 30                     |
| Course 5 | 3       | C            | 5           | 3 X 5 = 15                      |
| Course 6 | 4       | B            | 6           | 4 X 6 = 24                      |
|          | 20      |              |             | 139                             |

Thus, SGPA =  $139/20 = 6.95$

Illustration for CGPA

| Item    | Semester |     |     |     |     |     |
|---------|----------|-----|-----|-----|-----|-----|
|         | I        | II  | III | IV  | V   | VI  |
| Credits | 20       | 22  | 25  | 26  | 26  | 25  |
| SGPA    | 6.9      | 7.8 | 5.6 | 6.0 | 6.3 | 8.0 |

Thus,

$$CGPA = \frac{(20*6.9 + 22*7.8 + 25*5.6 + 26*6.0 + 26*6.3 + 25*8.0)}{(20+22+25+26+26+25)} = 6.73$$

## Betterment

A student may reappear for semester end examination for betterment only in the theory part of the course for improving the grade, subject to the condition that, the student has passed the course, his/her CGPA is  $\leq 6.75$  and the grade in the respective course to be equal to or lower than "C". In the case of reappearing for a course, the best of the two grades will be considered.

A Student can re-register in any course in any semester during the program for improvement of grade if the current grade in the course is lower than B+ and with due approval from Dean Academics in accordance with academic regulations.

A student cannot reappear for semester end examination in courses like Industrial Training, courses with their L-T/ST-P-S Structure like 0-0-X-X, Project, Practice School and Term Paper.

## STUDENT COUNSELING & FEEDBACK

### COUNSELING:

Student counseling / mentoring service ensures that every student gets to know the academic structure of the University and utilize maximum opportunities that the institute offers to fulfill their career and personal life goals. The objective of "Student Counseling/Mentoring Service" is to provide friendly support to the students for their well-being and for their holistic development. Counsellors offer individual counseling to help students resolve personal or interpersonal problems. They may also offer small group counseling to help students enhance listening and social skills, learn to empathize with others.

However, the benefits of Counsellor-student relationships are as follows:

- Maintain academic standards and set goals for academic success.
- Develop skills to improve organization, study habits, and time management.
- Work through personal problems that may affect academics or relationships.
- Improve social skills.

### COUNSELING POLICY:

Student counseling takes great place in K L University. Counseling is designed to facilitate student achievement, improve student behavior, subject analysis levels, attendance, and help students develop socially, professionally with bachelor's, master's degrees or beyond. Faculty Counsellors provide counseling and serve an educational role in K L University. We have Mentors, Academic, Career, Physiological, Co-Curricular & Extra Curricular activities Counsellors in order to support students who are experiencing personal or academic challenges, help students choose careers and plan for university and intervene when students face behavioral, physical, or mental health challenges.

### ACADEMIC COUNSELING:

Develop a systematic and process-oriented mechanism to improve academic counseling in relation to student attendance, punctuality, performance of students in internal and semester assessments, course / program to be enrolled based on the strength and weakness of the student.

## ACADEMIC COUNSELLING CENTRE

The Counselling Centre is a crucial component of support services extended to the entire student community at CDOE – KLEF. It provides support to students to cope with

varied academic as well as personal concerns. The Counselling Centre provides services like individual counselling, and group counselling.

Presently, the Counselling Centre provides services 6 days a week from 10 AM – 5PM.

The services are offered over telephone and email.

## ACADEMIC COUNSELING PARAMETERS

| S.NO | PARAMETER                         |
|------|-----------------------------------|
| 1.   | Attendance in Online Classes      |
| 2.   | Attendance on LMS                 |
| 3.   | Progress on Study Plan            |
| 4.   | Clarification of Academic Queries |
| 5.   | Resolution of Technical Issues    |
| 6.   | Completion of Assessments         |
| 7.   | End Term Exam Preparation         |
| 8.   | End Term Exam Attendance          |
| 9.   | End Term Exam Performance         |
| 10.  | Faculty Access and Support        |
| 11.  | Guidance on Assignment            |
| 12.  | Guidance on Project               |
| 13.  | Students' Feedback                |
| 14.  | Online Sessions Progress          |
| 15.  | Feedback on Faculty               |

For further assistance, please visit: [supportcdoe@kluniversity.in](mailto:supportcdoe@kluniversity.in)

## FEEDBACK SYSTEM

At KLEF, monitoring of feedback is a continuous process. Feedback is obtained from students on various aspects. General Feedback to be taken from the students on the aspects like Course Contents, Self-Learning Material, Outcomes, Resources and Evaluation twice in every semester (Mid semester and End Semester Feedback) in a structured format. Online Feedback is collected from all the students using well designed questionnaire.

### CONTACT DETAILS OF PROGRAMME COORDINATORS

| S.No | Program   | Name of program coordinator        | contact number | mail ID  |
|------|---|------------------------------------|----------------|--|
| 1    | Bachelor of Business Administration (BBA)                               | Dr.N.Durga Chaithanya Prasad       | 9666450766     | <a href="mailto:ndurgaprasad@kluniversity.in">ndurgaprasad@kluniversity.in</a>     |
| 2    | Bachelor of Computer Applications (BCA)                                 | Mr.Rajeev Kudari                   | 7842334454     | <a href="mailto:krajeev@kluniversity.in">krajeev@kluniversity.in</a>               |
| 3    | Master of Business Administration (MBA)                                 | Dr.K.Srinivasa Rao                 | 8106108544     | <a href="mailto:kssrinivasarao@kluniversity.in">kssrinivasarao@kluniversity.in</a> |
| 4    | Master of Business Administration (Data Science)                        | Mr.Adhikari Veera Venkata Subbarao | 9492053732     | <a href="mailto:avvsubbarao@kluniversity.in">avvsubbarao@kluniversity.in</a>       |
| 5    | Master of Business Administration (Digital Marketing)                   | Sri. U.K.Shukla                    | 9952069823     | <a href="mailto:ushukla@kluniversity.in">ushukla@kluniversity.in</a>               |
| 6    | Master of Business Administration (Entrepreneurship)                    | Dr.K.Srinivasa Rao                 | 8106108544     | <a href="mailto:kssrinivasarao@kluniversity.in">kssrinivasarao@kluniversity.in</a> |
| 7    | Master of Business Administration (Logistics & Supply Chain Management) | Sri. U.K.Shukla                    | 9952069823     | <a href="mailto:ushukla@kluniversity.in">ushukla@kluniversity.in</a>               |
| 8    | Master of Computer Applications (MCA)                                   | Dr.A.Sivaramakrishnan              | 9489669294     | <a href="mailto:arulsivaram@kluniversity.in">arulsivaram@kluniversity.in</a>       |

## **CONTACT DETAILS OF STUDENT ENGAGEMENT EXECUTIVE**

| S.No  | Program  | Name of Student Engagement Executive   | Contact Number | Mail ID  |
|---|--|--|----------------|--|
| 1   | Bachelor of Business Administration (BBA)                                | Ms.S. Harika   | 8247237222     | <a href="mailto:sharika@kluniversity.in">sharika@kluniversity.in</a>                     |
| 2   | Bachelor of Computer Applications (BCA)                                  | Ms.U.Gowthami  | 9642292296     | <a href="mailto:ugowthami@kluniversity.in">ugowthami@kluniversity.in</a>                 |
| 3   | Master of Business Administration (MBA General & MBA (Entrepreneurship)) | Mr.P. Durga siva prasad  | 8328231847     | <a href="mailto:pdurgasivaprasad@kluniversity.in">pdurgasivaprasad@kluniversity.in</a>   |
| 4   | MBA (Data Science)   | Mr. Rahamatulla Shaik  | 9989547847     | <a href="mailto:rahamtullahshaik@kluniversity.in">rahamtullahshaik@kluniversity.in</a>   |
| 5   | MBA (Logistics & Supply Chain management) & MBA (Digital Marketing)      | Ms.Srilatha  | 9493370375     | <a href="mailto:ainampudisrilatha@kluniversity.in">ainampudisrilatha@kluniversity.in</a> |
| 6   | Master of Computer Applications  | Mr.Ramana  | 9032533227     | <a href="mailto:ramanaayodhya@kluniversity.in">ramanaayodhya@kluniversity.in</a>         |
|   |  | <b>For Academic support - <a href="mailto:supportcdoe@kluniversity.in">supportcdoe@kluniversity.in</a></b> |                |  |
| <b>IMPORTANT MAIL ID'S</b><br><b>For LMS queries - <a href="mailto:cdoelmssupport@kluniversity.in">cdoelmssupport@kluniversity.in</a></b> |  |  |                |  |

## **KLEF CENTRE FOR DISTANCE & ONLINE EDUCATION FEE REFUND POLICY**

We value our students and strive to offer the best educational experience. To maintain transparency, here is our comprehensive Fee Refund policy for online programs. Students are required to apply to [supportcdoe@kluniversity.in](mailto:supportcdoe@kluniversity.in) for the withdrawal from the Online Program along with the necessary documents like fee receipts to initiate the refund process. The percentage of refund to the student is determined based on the point of time at which the notice of withdrawal of admission is received by KL CDOE.

| <b>Category</b> | <b>Percentage of Refund of fees*</b> | <b>Point of time when notice of withdrawal of admission is received in the HEI</b>    | <b>JANUARY SESSION<br/>(If admissions closes on March 31<sup>st</sup>)</b> | <b>JULY SESSION<br/>(If admissions closes on August 31<sup>st</sup>)</b> |
|-----------------|--------------------------------------|---|--|--|
| 1               | 100%                                 | 15 days or more before the formally notified last date of admission                   | Before 16 <sup>th</sup> March  | Before August 16th   |
| 2               | 90%                                  | Less than 15 days before the formally notified last date of admission                 | After 16 <sup>th</sup> March to 31 <sup>st</sup> March                     | After 16 <sup>th</sup> August to 31 <sup>st</sup> August                 |
| 3               | 80%                                  | 15 days or less after the formally notified last date of admission                    | After 31 <sup>st</sup> March and before 15 <sup>th</sup> April             | After 31 <sup>st</sup> August and before September 15th                  |
| 4               | 50%                                  | 30 days or less, but more than 15 days after formally notified last date of admission | From 16 <sup>th</sup> April to 30 <sup>th</sup> April                      | From 16 <sup>th</sup> September to 30th September                        |
| 5               | 0%                                   | More than 30 days after formally notified last date of admission                      | After 30 <sup>th</sup> April   | After 30 <sup>th</sup> September   |

Fees shall be refunded to the eligible candidate by the institute within 1 month after the candidate has submitted the official written letter to the authority.

**DIRECTOR  
KL CDOE**

**KLEF CENTRE FOR DISTANCE & ONLINE EDUCATION**  
**BBA PROGRAM STRUCTURE**

| S.no               | Course Name                          | Cr |
|--------------------|--------------------------------------|----|
| 1                  | Integrated professional English      | 2  |
| 2                  | Business Mathematics                 | 4  |
| 3                  | Business Environment                 | 3  |
| 4                  | Business Economics                   | 3  |
| 5                  | Perspectives of Management           | 3  |
| 6                  | IT for Business Managers             | 3  |
| 7                  | Ecology & Environment                | 2  |
| <b>SEMESTER II</b> |                                      |    |
| 8                  | English Proficiency                  | 2  |
| 9                  | Introduction to Financial Accounting | 4  |
| 10                 | Business Statistics                  | 4  |
| 11                 | Organizational Behaviour             | 3  |
| 12                 | Management Information Systems       | 3  |
| 13                 | Foreign Language                     | 3  |

|                     |                                      |   |
|---------------------|--------------------------------------|---|
| 14                  | Design Thinking and Innovation       | 2 |
|                     | Summer Internship Programme          | 6 |
| <b>SEMESTER III</b> |                                      |   |
| 15                  | Professional Communication Skills    | 2 |
| 16                  | Management Accountancy               | 4 |
| 17                  | Marketing Management                 | 3 |
| 18                  | Human Resource Management            | 3 |
| 19                  | Business Research Methods            | 3 |
| 20                  | Macro Economics                      | 3 |
| <b>SEMESTER IV</b>  |                                      |   |
| 21                  | Cost Accountancy                     | 4 |
| 22                  | Production and Operations Management | 4 |
| 23                  | BusinessLaw                          | 3 |
| 24                  | Financial Management                 | 4 |
| 25                  | BusinessModelGeneration              | 3 |
| 26                  | Campus to corporate                  | 1 |
|                     | Summer Internship Programme          | 6 |

| <b>SEMESTER V</b>  |                                   |     |
|--------------------|-----------------------------------|-----|
| 27                 | Business analytics                | 3   |
| 28                 | Soft Skills                       | 3   |
| 29                 | Fundamentals of Digital Marketing | 3   |
| 30                 | Research Paper Writing            | 3   |
| 31                 | ELECTIVE 1                        | 3   |
| 32                 | ELECTIVE 2                        | 3   |
| <b>SEMESTER VI</b> |                                   |     |
| 33                 | Entrepreneurship                  | 3   |
| 34                 | Strategic Management              | 3   |
| 35                 | Enterprise Resource Planning      | 3   |
| 36                 | ELECTIVE 3                        | 3   |
| 37                 | ELECTIVE 4                        | 3   |
| 38                 | ELECTIVE 5                        | 3   |
|                    | Summer Internship Programme       | 6   |
|                    |                                   | 132 |

|  |  |   |
|--|--|---|
|  | <b>MARKETING ELECTIVE COURSES</b>            |   |
|  | Course Name                                  |   |
|  | Consumer Behaviour                           | 3 |
|  | Product and Brand Management                 | 3 |
|  | Advertising and Sales Promotion              | 3 |
|  | Customer Relationship and management         | 3 |
|  | Services Marketing                           | 3 |
|  | Rural Marketing                              | 3 |
|  | <b>FINANCE ELECTIVE COURSES</b>              |   |
|  | Course Name                                  |   |
|  | Banking & Insurance Management               | 3 |
|  | Investment Management                        | 3 |
|  | Financial Services                           | 3 |
|  | Financial Markets                            | 3 |
|  | Managing Personal Finance                    | 3 |
|  | Financial Derivatives                        | 3 |
|  | <b>HR ELECTIVE COURSES</b>                   |   |
|  | Course Name                                  |   |
|  | "Personal Effectiveness and Self-Leadership" | 3 |
|  | Dynamics of industrial relations             | 3 |
|  | Human Resource Development                   | 3 |
|  | Performance Management System                | 3 |
|  | Labour Legislation                           | 3 |
|  | Training & Development                       | 3 |



## KONERU LAKSHMAIAH EDUCATION FOUNDATION

(Category-1, Deemed to be University estd. u/s. 3 of the UGC Act, 1956)

Accredited by NAAC as 'A++', \* Approved by AICTE, \* ISO 9001-2015 Certified

Campus: Green Fields, Vaddeswaram-522302, Guntur District, Andhra Pradesh, India

Phone No.: +91-08645-350200; Website: www.kluniversity.in

### BBA PROGRAM STRUCTURE

| S. No               | Course Title                         | Cr        |
|---------------------|--------------------------------------|-----------|
| <b>SEMESTER - 1</b> |                                      |           |
| 1                   | Integrated Professional English      | 2         |
| 2                   | Mathematics for Computer Science     | 4         |
| 3                   | Problem Solving through Programming  | 5         |
| 4                   | Computer Organization & Architecture | 4         |
| 5                   | Ecology & Environment                | 2         |
| 6                   | Essentials of Information Technology | 4         |
| <b>Total</b>        |                                      | <b>21</b> |
| <b>SEMESTER - 2</b> |                                      |           |
| 1                   | English Proficiency                  | 2         |
| 2                   | Operating System                     | 4         |
| 3                   | Data Structures                      | 4         |
| 4                   | Object Oriented Programming          | 5         |
| 5                   | Database Management Systems          | 5         |
| 6                   | Web and Social Media Technologies    | 2         |
| <b>Total</b>        |                                      | <b>22</b> |

| <b>S E M E S T E R - 3</b> |                                |           |
|----------------------------|--------------------------------|-----------|
| 1                          | Software Engineering           | 3         |
| 2                          | Mobile Application Development | 5         |
| 3                          | Computer Networks              | 3         |
| 4                          | Web Development using Python   | 5         |
| 5                          | Design Thinking & Innovation   | 2         |
| 6                          | Internship-1                   | 2         |
| 7                          | PE1                            | 3         |
|                            | OE1                            | 3         |
| <b>Total</b>               |                                | <b>26</b> |

| <b>S E M E S T E R - 4</b> |  |           |
|----------------------------|--|-----------|
| 1                          | Essential Life Skills                        | 2         |
| 2                          | Universal Human Values & Professional Ethics | 2         |
| 3                          | Java Full Stack Development                  | 5         |
| 4                          | Object Oriented Analysis & Design            | 5         |
| 5                          | PE2  | 3         |
| 7                          | OE2  | 3         |
| 8                          | Term Paper                                   | 2         |
| <b>Total</b>               |  | <b>22</b> |

| <b>S E M E S T E R - 5</b> |                                    |            |
|----------------------------|------------------------------------|------------|
| 1                          | GERMAN LANGUAGE - Foreign Language | 2          |
| 2                          | Corporate Readiness Skills         | 2          |
| 3                          | Internship-2                       | 2          |
| 4                          | PE3                                | 3          |
| 5                          | OE3                                | 3          |
| <b>Total</b>               |                                    | <b>12</b>  |
| <b>S E M E S T E R - 6</b> |                                    |            |
| 1                          | Major Project                      | 10         |
| 2                          | PE4                                | 3          |
| 3                          | PE5                                | 4          |
| <b>Total</b>               |                                    | <b>17</b>  |
| <b>GRAND TOTAL</b>         |                                    | <b>120</b> |

**KLEF CENTRE FOR DISTANCE & ONLINE EDUCATION**  
**MBA (MARKETING, HR, FINANCE) (IV SEMESTERS)**

| S.No               | Course Name                                       | Cr |
|--------------------|---|----|
| <b>SEMESTER I</b>  |   |    |
| 1                  | Quantitative Methods                              | 3  |
| 2                  | POM &Organizational Behavaiour                    | 3  |
| 3                  | Business Economics                                | 3  |
| 4                  | Financial and Management Accounting               | 3  |
| 5                  | Marketing management                              | 3  |
| 6                  | Business Environment                              | 3  |
| 7                  | Business Legislation                              | 3  |
| 8                  | Logical Thinking skills for Managers              | 2  |
|                    |   | 23 |
| <b>SEMESTER II</b> |   |    |
| 9                  | Design Thinking and Innovation                    | 2  |
| 10                 | Introduction to Business analysis & R Programming | 4  |
| 11                 | Business Research Methodology                     | 4  |
| 12                 | Human Resource Management                         | 3  |
| 13                 | Financial Management                              | 3  |
| 14                 | Operations management                             | 3  |
| 15                 | Information systems & ERP                         | 3  |
| 16                 | Professional Skills for Managers                  | 2  |
|                    |   | 24 |

| <b>S.No</b> | <b>SEMESTER III</b>                    | <b>Cr</b> |
|-------------|--|-----------|
| 17          | Strategic Management                   | 3         |
| 18          | Enterpreneurship & Family Business     | 3         |
| 19          | ELECTIVE 1                             | 3         |
| 20          | ELECTIVE 2                             | 3         |
| 21          | ELECTIVE 3                             | 3         |
| 22          | ELECTIVE 4                             | 3         |
| 23          | Sectoral Elective 1                    | 3         |
|             |  | 21        |
|             | <b>SEMESTER IV</b>                     |           |
| 24          | Leadership in Organisations            | 3         |
| 25          | Business Ethics & Corporate Governance | 3         |
| 26          | ELECTIVE 5                             | 3         |
| 27          | ELECTIVE 6                             | 3         |
| 28          | ELECTIVE 7                             | 3         |
| 29          | ELECTIVE 8                             | 3         |
| 30          | Sectoral Elective 2                    | 3         |
| 31          | Management Research Project            | 6         |
|             |  | 27        |
|             | <b>MARKETING ELECTIVE COURSES</b>      |           |
|             | <b>Course Name</b>                     |           |
|             | Product & Brand Management             | 3         |
|             | Promotion & Distribution Management    | 3         |

|  |  |   |
|--|--|---|
|  | Global Marketing Management                | 3 |
|  | Advertisement & Sales Promotion            | 3 |
|  | Consumer Behaviour                         | 3 |
|  | Digital Marketing                          | 3 |
|  | Services Marketing                         | 3 |
|  | Customer relationship Management           | 3 |
|  | Rural & Agricultural Marketing             | 3 |
|  | Event & Entertainment Management           | 3 |
|  | Sales & Promotion Management               | 3 |
|  | Logistics & Supply Chain Management        | 3 |
|  |  |   |
|  |  |   |
|  | <b>FINANCE ELECTIVE COURSES</b>            |   |
|  | <b>Course Name</b>                         |   |
|  | Wealth Management                          | 3 |
|  | Financial Markets and Services             | 3 |
|  | Security Analysis and Portfolio Management | 3 |
|  | Behavioural finance                        | 3 |
|  | Indian Financial System                    | 3 |
|  | Managing Personal Finance                  | 3 |
|  | Strategic Financial Management             | 3 |
|  | Financial Derivatives                      | 3 |
|  | Project Management                         | 3 |
|  | Infrastructure Finance                     | 3 |

|                            |   |   |
|----------------------------|---|---|
|                            | International Financial Management        | 3 |
|                            | Financial statement analysis              | 3 |
|                            | Personal Taxation                         | 3 |
| <b>HR ELECTIVE COURSES</b> |   |   |
| <b>Course Name</b>         |   |   |
|                            | Talent and Competency Management          | 3 |
|                            | Dynamics of Employee Relations            | 3 |
|                            | Performance Management & Reward Systems   | 3 |
|                            | Labour Legislation                        | 3 |
|                            | Performance Management                    | 3 |
|                            | Human Resource Planning                   | 3 |
|                            | International Human Resource Management   | 3 |
|                            | People Analytics                          | 3 |
|                            | Organizational Change & Change Management | 3 |
|                            | Strategic Human Resource Management       | 3 |
|                            | Compensation Management                   | 3 |
|                            | Training& Development                     | 3 |
|                            | Conflict Management & Negotiation         | 3 |
| <b>SECTORAL ELECTIVES</b>  |   |   |
| <b>BANKING</b>             |   |   |
| <b>Course Name</b>         |   |   |
|                            | Overview of Banking                       | 3 |
|                            | Banking Service Operations                | 3 |

|  |  |   |
|--|--|---|
|  | <b>RETAILING</b>                               |   |
|  | <b>Course Name</b>                             |   |
|  | Overview of Retailing                          | 3 |
|  | Management of Retail Operations                | 3 |
|  | <b>HEALTHCARE &amp; HOSPITALITY MANAGEMENT</b> |   |
|  | <b>Course Name</b>                             |   |
|  | Overview of Healthcare Management              | 3 |
|  | Management of Healthcare Operations            | 3 |

**KLEF CENTRE FOR ONLINE EDUCATION**  
**MBA ( DIGITAL MARKETING ) (IV SEMESTERS)**

| S.No               | Course Name                                       | Cr |
|--------------------|---|----|
| <b>SEMESTER I</b>  |   |    |
| 1                  | Quantitative Methods                              | 3  |
| 2                  | POM &Organizational Behavaiour                    | 3  |
| 3                  | Business Economics                                | 3  |
| 4                  | Financial and Management Accounting               | 3  |
| 5                  | Marketing management                              | 3  |
| 6                  | Business Environment (National and International) | 3  |
| 7                  | Business Legislation                              | 3  |
| 8                  | Logical Thinking skills for Managers              | 2  |
| <b>SEMESTER II</b> |   |    |
| 9                  | Design Thinking and Innovation                    | 2  |
| 10                 | Introduction to Business analysis & R Programming | 4  |
| 11                 | Business Research Methodology                     | 4  |
| 12                 | Human Resource Management                         | 3  |
| 13                 | Financial Management                              | 3  |
| 14                 | Operations management                             | 3  |
| 15                 | Information systems & ERP                         | 3  |
| 16                 | Professional Skills for Managers                  | 2  |

| <b>SEMESTER III</b> |  |   |
|---------------------|--|---|
| 17                  | Strategic Management                   | 3 |
| 18                  | Enterpreneurship & Family Business     | 3 |
| 19                  | ELECTIVE 1                             | 3 |
| 20                  | ELECTIVE 2                             | 3 |
| 21                  | ELECTIVE 3                             | 3 |
| 22                  | ELECTIVE 4                             | 3 |
| 23                  | Sectoral Elective 1                    | 3 |
| <b>SEMESTER IV</b>  |  |   |
| 24                  | Leadership in Organisations            | 3 |
| 25                  | Business Ethics & Corporate Governance | 3 |
| 26                  | ELECTIVE 5                             | 3 |
| 27                  | ELECTIVE 6                             | 3 |
| 28                  | ELECTIVE 7                             | 3 |
| 29                  | ELECTIVE 8                             | 3 |
| 30                  | Sectoral Elective 2                    | 3 |
| 31                  | Management Research Project            | 6 |
|                     |  |   |

| <b>DIGITAL MARKETING COURSES</b>               |                                      |           |
|--|--------------------------------------|-----------|
| <b>S.No</b>                                    | <b>Course Name</b>                   | <b>Cr</b> |
|  | Media Planning                       | 3         |
|  | Search Engine Optimization           | 3         |
|  | Affiliate marketing                  | 3         |
|  | Social Media Marketing &Analytics    | 3         |
|  | Mobile Marketing                     | 3         |
|  | E-Mail & Content Marketing           | 3         |
|  | E Commerce                           | 3         |
|  | Digital PR & Corporate Communication | 3         |
|  |                                      |           |
| <b>SECTORAL</b>                                |                                      |           |
| <b>BANKING</b>                                 |                                      |           |
|  | <b>Course Name</b>                   |           |
|  | Overview of Banking                  | 3         |
|  | Banking Service Operations           | 3         |
|  |                                      |           |
| <b>RETAILING</b>                               |                                      |           |
|  | <b>Course Name</b>                   |           |
|  | Overview of Retailing                | 3         |
|  | Management of Retail Operations      | 3         |
| <b>HEALTHCARE &amp; HOSPITALITY MANAGEMENT</b> |                                      |           |
|  | <b>Course Name</b>                   |           |
|  | Overview of Healthcare Management    | 3         |
|  | Management of Healthcare Operations  | 3         |

**KLEF CENTRE FOR ONLINE EDUCATION**  
**MBA (ENTREPRENEURSHIP) (IV SEMESTERS)**

| S.No               | Course Name                                       | Cr |
|--------------------|---|----|
| <b>SEMESTER I</b>  |   |    |
| 1                  | Quantitative Methods                              | 3  |
| 2                  | POM &Organizational Behavaior                     | 3  |
| 3                  | Business Economics                                | 3  |
| 4                  | Financial and Management Accounting               | 3  |
| 5                  | Marketing management                              | 3  |
| 6                  | Business Environment (National and International) | 3  |
| 7                  | Business Legislation                              | 3  |
| 8                  | Logical Thinking skills for Managers              | 2  |
| <b>SEMESTER II</b> |   |    |
| 9                  | Design Thinking and Innovation                    | 2  |
| 10                 | Introduction to Business analysis & R Programming | 4  |
| 11                 | Business Research Methodology                     | 4  |
| 12                 | Human Resource Management                         | 3  |
| 13                 | Financial Management                              | 3  |
| 14                 | Operations management                             | 3  |
| 15                 | Information systems & ERP                         | 3  |
| 16                 | Professional Skills for Managers                  | 2  |

| <b>SEMESTER III</b>             |  |   |
|---------------------------------|--|---|
| 17                              | Strategic Management                                     | 3 |
| 18                              | Enterpreneurship & Family Business                       | 3 |
| 19                              | ELECTIVE 1   | 3 |
| 20                              | ELECTIVE 2   | 3 |
| 21                              | ELECTIVE 3   | 3 |
| 22                              | ELECTIVE 4   | 3 |
| 23                              | Sectoral Elective 1                                      | 3 |
| <b>SEMESTER IV</b>              |  |   |
| 24                              | Leadership in Organisations                              | 3 |
| 25                              | Business Ethics & Corporate Governance                   | 3 |
| 26                              | ELECTIVE 5   | 3 |
| 27                              | ELECTIVE 6   | 3 |
| 28                              | ELECTIVE 7   | 3 |
| 29                              | ELECTIVE 8   | 3 |
| 30                              | Sectoral Elective 2                                      | 3 |
| 31                              | Management Research Project                              | 6 |
| <b>ENTREPRENEURSHIP COURSES</b> |  |   |
|                                 | <b>Course Name</b>                                       |   |
|                                 | Technology Innovation, Product Development & Prototyping | 3 |
|                                 | Entrepreneurial Ecosystem                                | 3 |
|                                 | Theories & Models of Techno Entrepreneurship             | 3 |
|                                 | Start-up Law, Ethics and Environment in India.           | 3 |
|                                 | Digital Marketing for Innovations                        | 3 |

|  |  |   |
|--|--|---|
|  | Managing Operations for Technological Innovations in Start-ups | 3 |
|  | Entrepreneurial Leadership                                     | 3 |
|  | Corporate and Social Entrepreneurship                          | 3 |
|  | Venture Financing & Management                                 | 3 |
|  | Buying and selling a small business (M & A)                    | 3 |
|  |  |   |
| <b>SECTORAL BANKING</b>                        |  |   |
| <b>Course Name</b>                             |  |   |
|  | Overview of Banking  | 3 |
|  | Banking Service Operations                                     | 3 |
|  |  |   |
| <b>RETAILING</b>                               |  |   |
| <b>Course Name</b>                             |  |   |
|  | Overview of Retailing  | 3 |
|  | Management of Retail Operations                                | 3 |
|  |  |   |
| <b>HEALTHCARE &amp; HOSPITALITY MANAGEMENT</b> |  |   |
| <b>Course Name</b>                             |  |   |
|  | Overview of Healthcare Management                              | 3 |
|  | Management of Healthcare Operations                            | 3 |

## KLEF CENTRE FOR ONLINE EDUCATION

### MBA (LOGISTICS & SUPPLY CHAIN MANAGEMENT) (IV SEMESTERS)

| S.No               | Course Name                                       | Cr |
|--------------------|---|----|
| <b>SEMESTER I</b>  |   |    |
| 1                  | Quantitative Methods                              | 3  |
| 2                  | POM &Organizational Behavaior                     | 3  |
| 3                  | Business Economics                                | 3  |
| 4                  | Financial and Management Accounting               | 3  |
| 5                  | Marketing management                              | 3  |
| 6                  | Business Environment (National and International) | 3  |
| 7                  | Business Legislation                              | 3  |
| 8                  | Logical Thinking skills for Managers              | 2  |
| <b>SEMESTER II</b> |   |    |
| 9                  | Design Thinking and Innovation                    |    |
| 10                 | Introduction to Business analysis & R Programming | 4  |
| 11                 | Business Research Methodology                     | 4  |
| 12                 | Human Resource Management                         | 3  |
| 13                 | Finanacial Management                             | 3  |
| 14                 | Operations management                             | 3  |
| 15                 | Information systems & ERP                         | 3  |
| 16                 | Professional Skills for Managers                  | 2  |

| <b>SEMESTER III</b>                            |   |   |
|--|---|---|
| 17   | Strategic Management                    | 3 |
| 18   | Enterpreneurship & Family Business      | 3 |
| 19   | ELECTIVE 1                              | 3 |
| 20   | ELECTIVE 2                              | 3 |
| 21   | ELECTIVE 3                              | 3 |
| 22   | ELECTIVE 4                              | 3 |
| 23   | Sectoral Elective 1                     | 3 |
| <b>SEMESTER IV</b>                             |   |   |
| 24   | Leadership in Organisations             | 3 |
| 25   | Business Ethics & Corporate Governance  | 3 |
| 26   | ELECTIVE 5                              | 3 |
| 27   | ELECTIVE 6                              | 3 |
| 28   | ELECTIVE 7                              | 3 |
| 29   | ELECTIVE 8                              | 3 |
| 30   | Sectoral Elective 2                     | 3 |
| 31   | Management Research Project             | 6 |
| <b>LOGISTICS &amp; SUPPLY CHAIN MANAGEMENT</b> |   |   |
|  | <b>Course Name</b>                      |   |
|  | Materials Management                    | 3 |
|  | Fundamentals of Supply Chain Management | 3 |
|  | Operations Strategy                     | 3 |
|  | Total Quality Management                | 3 |

|  |                                    |   |
|--|------------------------------------|---|
|  | Lean Management                    | 3 |
|  | Warehouse Management               | 3 |
|  | Supply Chain Analytics             | 3 |
|  | International Logistics Management | 3 |
|  | Green Supply Chain Management      | 3 |

### **BANKING**

|  |                            |   |
|--|----------------------------|---|
|  | <b>Course Name</b>         |   |
|  | Overview of Banking        | 3 |
|  | Banking Service Operations | 3 |

### **RETAILING**

|  |                                 |   |
|--|---------------------------------|---|
|  | <b>Course Name</b>              |   |
|  | Overview of Retailing           | 3 |
|  | Management of Retail Operations | 3 |

### **HEALTHCARE & HOSPITALITY MANAGEMENT**

|  |                                     |   |
|--|-------------------------------------|---|
|  | <b>Course Name</b>                  |   |
|  | Overview of Healthcare Management   | 3 |
|  | Management of Healthcare Operations | 3 |

**KLEF CENTRE FOR ONLINE EDUCATION**  
**MBA (Data science) (IV SEMESTERS)**

| S.No               | Course Name                                | Cr |
|--------------------|--|----|
| <b>SEMESTER I</b>  |  |    |
| 1                  | Essentials of Management                   | 3  |
| 2                  | Quantitative Methods                       | 3  |
| 3                  | Business Economics                         | 3  |
| 4                  | Financial & Management Accounting          | 3  |
| 5                  | Business Research Methodology              | 4  |
| 6                  | Introduction to Python Programming         | 4  |
|                    |  | 20 |
| <b>SEMESTER II</b> |  |    |
| 7                  | Foundation in Data Base Management Systems | 3  |
| 8                  | Management Science                         | 3  |
| 9                  | Human Resource Management                  | 3  |
| 10                 | Excel for Data Science                     | 3  |
| 11                 | Data Visualization using Tableau           | 3  |
| 12                 | Marketing Management                       | 3  |
| 13                 | Live Project                               | 8  |
|                    |  | 26 |

| <b>SEMESTER III</b> |  |     |
|---------------------|--|-----|
| 14                  | Advanced Business Analytics Using R & Python   | 4   |
| 15                  | Econometrics with Business Applications Using R/Gretl/<br>Eviews                           | 4   |
| 16                  | Machine Learning Using Python  | 4   |
| 17                  | Advanced Excel for Data Science  | 4   |
| 18                  | "Elective I - Marketing Analytics –I /Financial Analytics –I<br>/People Analytics –I "     | 4   |
| 19                  | Mini Project   | 8   |
|                     |  | 28  |
| <b>SEMESTER IV</b>  |  |     |
| 20                  | Natural Language Processing -NLP   | 4   |
| 21                  | Big Data Analysis  | 4   |
| 22                  | Deep Learning Using Python   | 4   |
| 23                  | Advanced SQL for Data Science  | 4   |
| 26                  | "Elective II* - Marketing Analytics –II/Financial Analytics –II/<br>People Analytics –II " | 4   |
| 27                  | Management Research Project  | 8   |
|                     |  | 28  |
|                     |  | 102 |

## **KL CENTRE FOR DISTANCE & ONLINE EDUCATION**

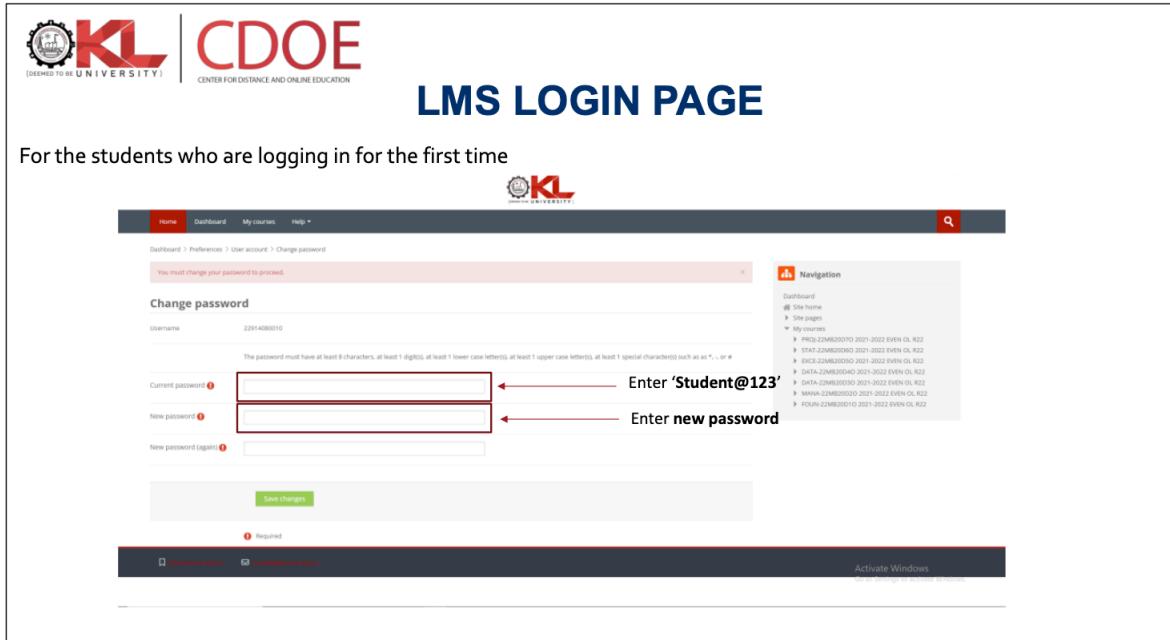
### **MCA PROGRAM STRUCTURE**

| <b>SL NO</b> | <b>COURSE TITLE</b>                  | <b>Cr</b> |
|--------------|--------------------------------------|-----------|
| 1            | Professional Communication Skills    | 0         |
| 2            | Computer Networks and Communications | 4         |
| 3            | Data Structures and Algorithms       | 5         |
| 4            | Operating Systems Concepts           | 4         |
| 5            | Database Systems                     | 5         |
| <b>TOTAL</b> |                                      | <b>18</b> |
| 6            | Object Oriented Programming          | 5         |
| 7            | Data Analytics                       | 4         |
| 8            | Comprehensive Software Engineering   | 3         |
| 9            | PE1                                  | 5         |
| 10           | PE2                                  | 3         |
| <b>TOTAL</b> |                                      | <b>20</b> |
| 11           | Internship                           | 3         |
| 12           | Web Technologies                     | 5         |
| 13           | Essentials Of Research Design        | 2         |
| 14           | PE3                                  | 5         |
| 15           | PE4                                  | 3         |
| 16           | PE5                                  | 4         |
| 17           | Term Paper                           | 2         |
| <b>TOTAL</b> |                                      | <b>24</b> |

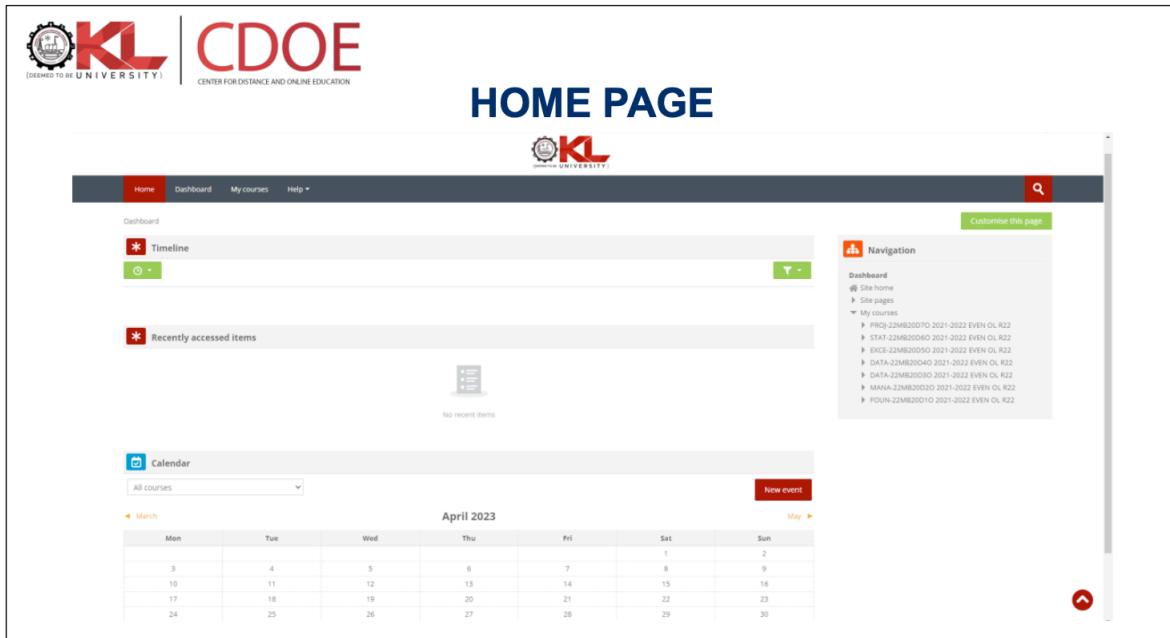
| 18           | OE1   | 4         |
|--------------|---|-----------|
| 19           | OE2   | 4         |
| 20           | Project                                     | 10        |
| <b>TOTAL</b> |   | <b>18</b> |
| SI No        | Course Title                                | Cr        |
| 1            | Applied Machine Learning                    | 5         |
| 2            | Pattern Recognition                         | 3         |
| 3            | Computer Vision                             | 5         |
| 4            | Applied Deep Learning                       | 3         |
| 5            | Applications Of Natural Language Processing | 5         |
| 6            | Applied Machine Learning                    | 5         |
| 7            | Hadoop And Bigdata                          | 3         |
| 8            | Data Visualization Techniques               | 5         |
| 9            | Statistics For Data Science                 | 3         |
| 10           | GGraph and Web Analytics                    | 5         |
| 11           | Cloud Computing                             | 5         |
| 12           | Cloud Information Security                  | 3         |
| 13           | Cloud Architectures                         | 5         |
| 14           | Cloud and Serverless Computing              | 3         |
| 15           | Cloud Web Services                          | 5         |
| 16           | Cyber Security and Ethical Hacking          | 5         |
| 17           | Cyber Forensics                             | 3         |
| 18           | Malware Analysis                            | 5         |
| 19           | Security Governance and management          | 3         |
| 20           | Cloud Security                              | 5         |

## LMS & ERP

**KL LMS** is the portal through which student can access the course content as per fur quadrant approach.



The screenshot shows the KL LMS Login Page. At the top, there is a header with the KL University logo and the text "CDOE CENTER FOR DISTANCE AND ONLINE EDUCATION". Below the header, the page title "LMS LOGIN PAGE" is displayed in large blue letters. A sub-instruction "For the students who are logging in for the first time" is present. The main form is titled "Change password". It includes fields for "Current password", "New password", and "New password (again)". Red arrows point from the text "Enter 'Student@123'" to the "Current password" field and from "Enter new password" to the "New password" field. The footer contains links for "Forgot Username" and "Forgot Password" and an "Activate Windows" button.



The screenshot shows the KL LMS Home Page. At the top, there is a header with the KL University logo and the text "CDOE CENTER FOR DISTANCE AND ONLINE EDUCATION". Below the header, the page title "HOME PAGE" is displayed in large blue letters. The main content area includes a "Timeline" section with a greyed-out message "No recent items" and a "Recently accessed items" section showing a list of courses. On the right side, there is a "Navigation" sidebar with a tree view of course offerings. The bottom of the page features a "Calendar" section for April 2023, showing dates from 3 to 30. A red arrow points to the "New event" button in the calendar header.

The screenshot shows the KL University Center for Distance and Online Education (CDOE) dashboard. At the top left is the KL University logo with the tagline "DEEMED TO BE UNIVERSITY". To its right is the text "CDOE" and "CENTER FOR DISTANCE AND ONLINE EDUCATION". Below this is a large blue header with the word "DASHBOARD" in white. Underneath the header is a smaller version of the KL University logo. A navigation bar at the top includes links for "Home", "Dashboard", "My courses", and "Help".

The main content area has several sections:

- Timeline:** Shows a green progress bar.
- Recently accessed items:** Includes a link to "ANNOUNCEMENTS" for "EXCEL FOR DATA SCIENCE 2021-2022 EVEN O...".
- Calendar:** Displays a monthly calendar for April 2023, showing dates from 1 to 30. It includes a "New event" button and a "Import or export calendars" link.
- Navigation:** A sidebar on the right lists "My courses" with a dropdown menu showing course codes like PROG-22MB20070, ENCE-22MB20050, etc.
- Customize this page:** A green button in the top right corner.

The screenshot shows the "COURSE OUTCOME(C.O) WISE MATERIALS" section of the KL University CDOE website. At the top left is the KL University logo and "CDOE" text. Below it is the title "COURSE OUTCOME(C.O) WISE MATERIALS".

The main content area displays a list of course outcomes (CO-1 through CO-10) on the left, each with a blue icon and a download link. On the right, there is a detailed view of "SESSION 1 READING MATERIAL" for the course "PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR 2022-2023 ODD OL R22". This view includes a table of contents and a download link for the material.

Two red arrows point from the left side of the screenshot to the "SESSION 1 READING MATERIAL" section on the right, highlighting the comparison between the two views.

**COURSE OUTCOME(C.O) WISE MATERIALS**

Module 2 – Unit 4

**Unit Table of Contents**

**Unit 2.4 Attitudes and Learning**

Aim  
Instructional Objectives  
Learning Outcomes

2.4.1 Sources of Attitudes  
Self-assessment Questions  
2.4.2 Types of Attitudes  
Self-assessment Questions  
2.4.3 Attitudes and Personality  
Self-assessment Questions  
2.4.4 Cognitive Dissonance Theory  
Self-assessment Questions  
2.4.5 Theories of Learning  
Self-assessment Questions  
2.4.6 Principles of Learning  
Self-assessment Questions

Summary  
Terminal Questions  
Answer Keys  
Activity  
Glossary  
Bibliography  
E-References  
Video Links  
Image Credits  
Keywords

Activate Windows  
Go to Settings to activate Windows.

**SLM**

**Administration**

- Course administration
  - Settings
  - Course completion
  - Users
  - Filters
  - Reports
  - Gradebook setup
  - Outcomes
    - Badges
    - Imports
    - Backup
    - Restore
    - Copy course
    - Question bank
    - Recycle bin

**Navigation**

- Dashboard
- Site home
- Site pages
- My courses
- Courses
- KL-VY

The screenshot shows the Center for Distance and Online Education (CDOE) Learning Management System (LMS). At the top, the KL University logo and the text "CDOE CENTER FOR DISTANCE AND ONLINE EDUCATION" are visible. Below the header, the "SLM" logo is displayed. The main content area shows the course "PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR 2022-2023 ODD OL R22". On the right side, there is an "Administration" sidebar with options like "Settings", "Permissions", and "Check permissions". Below it is a "Navigation" sidebar listing various academic programs. A red arrow points from the left margin towards the course content area.

The screenshot shows a Microsoft PowerPoint presentation slide. The title of the slide is "PPT". The content of the slide is a presentation titled "MBA PRINCIPLES OF MANAGEMENT & ORGANISATIONAL BEHAVIOUR MODULE - 2 UNIT - 1". The slide features a red and orange gradient background with the text "MBA PRINCIPLES OF MANAGEMENT & ORGANISATIONAL BEHAVIOR" and "MODULE - 2 UNIT - 1" in white. On the left side, there is a vertical navigation bar with numbered items 1 through 7. The status bar at the bottom indicates "Page 1 of 15". The overall theme of the slide is professional and academic.

The screenshot shows the KL University Center for Distance and Online Education (CDOE) Learning Management System (LMS). The top navigation bar includes links for Home, Dashboard, My courses, Help, and a search icon. The main content area features a large blue "VIDEO" button. To the left, there is a sidebar with "TECHNICAL READING MATERIAL" and a list of files (e.g., JNL\_1.pdf, JNL\_2.pdf, etc.). The central part of the screen displays a course structure for "PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR 2022-2023 ODD OL R22". The course outline includes sections like "TECHNOLOGY", "MANAGEMENT", and "ORGANISATION". A red arrow points from the "JNL\_1.pdf" file in the sidebar to the course outline.

The screenshot shows a video player interface. At the top, the KL University CDOE logo is visible. Below it, a video frame displays a man in a yellow shirt speaking, with the text "Robert Owen" above him and "Welfare for workers" below. To the right of the video frame, there is a sidebar with various video controls and a "Pop out this video" button. The video player interface includes a progress bar at the bottom showing "3:18 / 24:53". Below the video frame, the caption reads "MIU1 POM & OB Part -3 Edited By K.Victor final". The video is set against a background of a whiteboard with handwritten notes: "Before", "A. Some", "C. Balala", and "Ways". The bottom of the screen shows a Windows taskbar with icons for Start, Search, Task View, File Explorer, Edge, Mail, Photos, and others. A watermark for "MPC Party sunny" is visible in the bottom right corner.

**CDOE** CENTER FOR DISTANCE AND ONLINE EDUCATION

## DISCUSSION FORUM

SAYONARA-2 READING MATERIAL

- URL S1\_PPT [Mark as done]
- URL S2\_PPT [Mark as done]
- URL S3\_PPT [Mark as done]

ASSIGNMENT Home assignment 1

ASSIGNMENT Discussion forums 1 [Mark as done]

ASSIGNMENT Discussion forums \_S2 [Mark as done]

ASSIGNMENT Discussion forums s3 [Mark as done]

URL S1\_videos [Mark as done]

URL S2\_videos [Mark as done]

URL S3\_videos [Mark as done]

TECHNOLOGY
 

- ELECTRONICS COMPUTER SCIENCE
- INTERNET OF THINGS
- CIVIL ENGINEERING
- ELECTRICAL ELECTRONICS ENGINEERING
- Mechanical Engineering
- PETROLEUM ENGINEERING
- FRESHMAN ENGG DEPARTMENT
- PHARMACY
- KIOSKS
- ENGLISH
- PHYSICS
- MATHEMATICS
- CHEMISTRY
- ARCHITECTURE
- LAW
- HOTEL MANAGEMENT
- COMMERCE
- FINE ARTS
- COMPUTER APPLICATIONS
- ARTS

CODE
 

- 2020 SEMESTER COURSES
- BACHELOR OF SCIENCE
- BACHELOR OF COMMERCE
- BACHELOR OF BUSINESS ADMINISTRATION
- BACHELOR OF COMPUTER APPLICATIONS
- MASTER OF SCIENCE (MATHS)
- MASTER OF ARTS(ENG)
- MASTER OF BUSINESS ADMINISTRATION
- AY 2022-2023 OL R21 (H/N/EN)
- AY 2021-2022 OL R22 (H/M/EN)
- AY 2021-2022 OL R22 (D)
- 2022-2023 ODD OL R22
- BUSI-22MB51CFO 2022-2023 ODD OL R22
- BUSI-22MB51CSO 2022-2023 ODD OL R22
- BUSI-22MB51CSO 2022-2023 ODD OL R22

**CDOE** CENTER FOR DISTANCE AND ONLINE EDUCATION

## DISCUSSION FORUM

PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR 2022-2023 ODD OL R22 Discussion forums 1

Open: Sunday, 30 April 2023, 12:00 AM  
Due: Monday, 15 May 2023, 11:59 PM

1. Discuss the functions of Management.  
2. Management as both a science and an art. Comment.  
3. Discuss the various roles of manager performed in the organization.

[View all submissions](#) [Grade](#)

**Grading summary**  
Separate groups - All participants

|                      |                 |
|----------------------|-----------------|
| Hidden from students | No              |
| Participants         | 319             |
| Submitted            | 0               |
| Needs grading        | 0               |
| Time remaining       | 18 days 9 hours |

**Administration**

- Assignment administration
- Settings
- Overrides
- Locally assigned roles
- Groups
- Check permissions
- Filters
- Competency breakdown
- Backup
- Restore
- Advanced grading
- Course administration

**Navigation**

- Dashboard
- Site home
- Site pages
- My courses
- Calendar
- KL-VPY
  - COURSE SCIENCE ENGINEERING
  - BIO TECHNOLOGY
  - ELECTRONICS AND COMMUNICATION ENGINEERING
  - ARTIFICIAL INTELLIGENCE AND DATA SCIENCE TECHNOLOGY
  - ELECTRONICS COMPUTER SCIENCE
  - INTERNET OF THINGS

Activate Windows  
Go to settings to activate Windows!

The screenshot shows the KL University Center for Distance and Online Education (CDOE) Learning Management System (LMS). The top navigation bar includes links for Dashboard, Courses, My courses, and Help. The main header features the KL University logo and the text "CDOE CENTER FOR DISTANCE AND ONLINE EDUCATION". Below the header, a large blue section titled "HOME ASSIGNMENT" is displayed. On the left, there's a sidebar with "Administration" and "Navigation" sections. The main content area shows a "Grading summary" for a course named "PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR 2022-2023 ODD OL R22". It lists student participation, submission status, and grade distribution. A red box highlights the "View assignment" button. To the right, a detailed assignment description is shown, including a case study about a company's strategic planning process. A red box highlights the "Read the case" link.

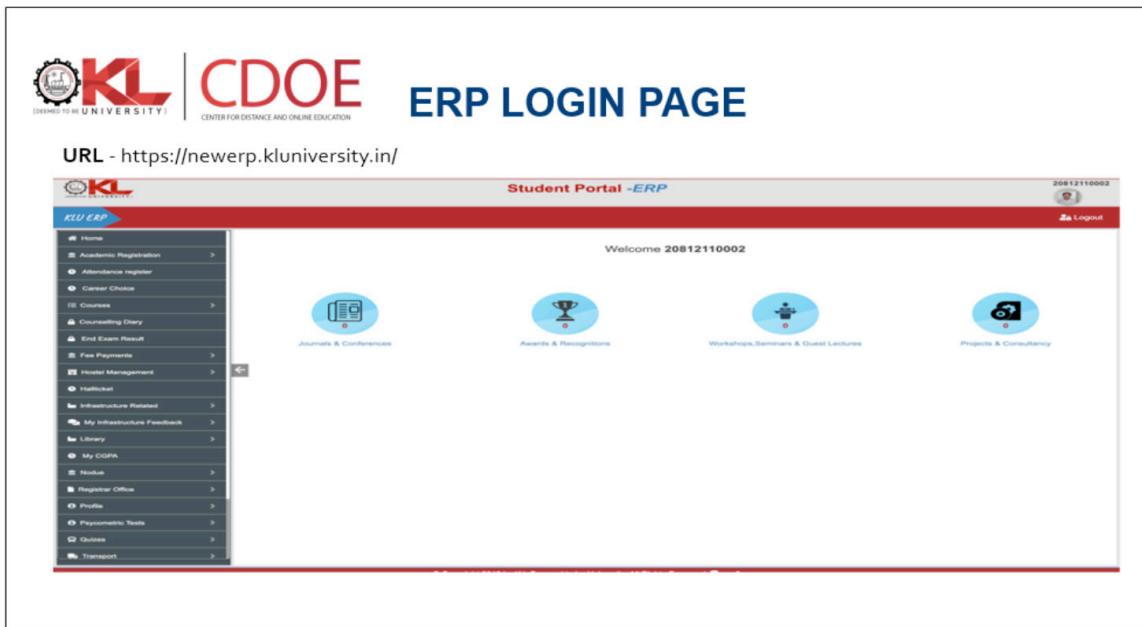
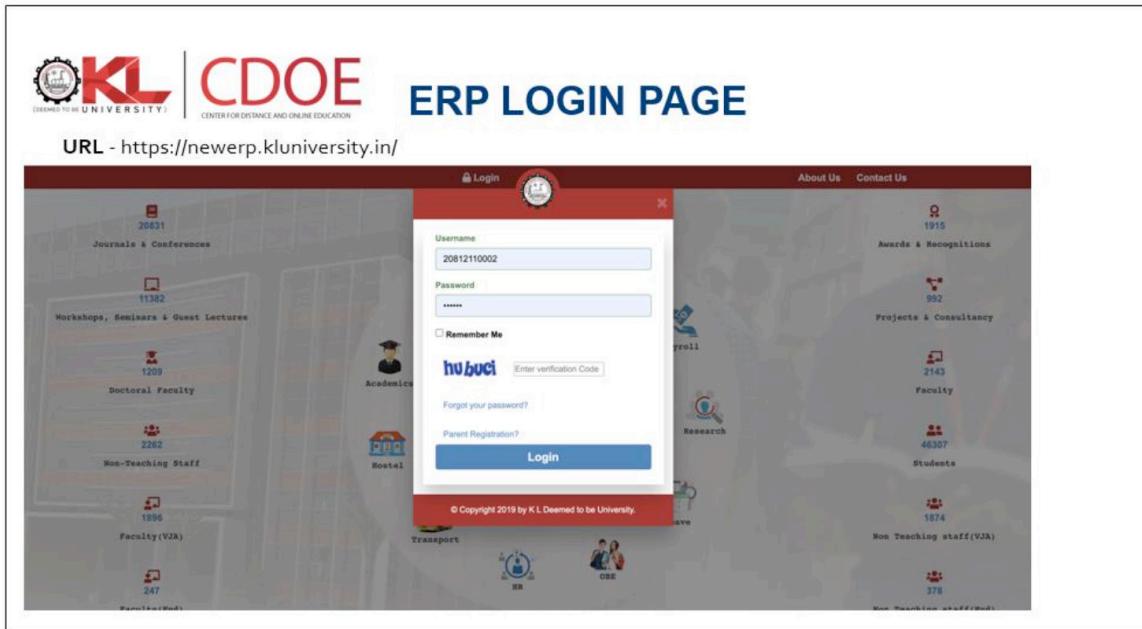
The screenshot shows the KL University CDOE LMS interface, similar to the previous one but for a quiz. The top navigation bar and header are identical. The main title is "ASSESSMENTS" followed by "Quiz". The left sidebar shows a list of assignments and quizzes, with a red box highlighting the "Home assignment 1" link. The main content area displays a "PRINCIPLES OF MANAGEMENT & ORGANIZATIONAL BEHAVIOUR 2022-2023 ODD OL R22" quiz page. It includes a navigation bar with "Quiz navigation" and "Administration" sections. A question is displayed: "In which of the following organizational structures, most specialized is concerned to give his functional advice to all other functional areas?" with four options: A. matrix structure, B. central and decentralized, C. divisionalized organization, and D. conglomerate. A red box highlights the "View question" link. The bottom of the screen shows a taskbar with various application icons.

The screenshot shows the KL University Center for Distance and Online Education (CDOE) LMS interface. At the top, the KL University logo and the text "CDOE CENTER FOR DISTANCE AND ONLINE EDUCATION" are visible. Below this, a large blue header banner displays the word "ANNOUNCEMENTS". The main content area is a course management page for "MASTER OF BUSINESS ADMINISTRATION > 2022-2023 0000-OI-R22 > PRINZIMPII FÜR 2022-2023 0000-OI-R22". The left sidebar includes sections for "General" (with "FORUM ANNOUNCEMENTS" highlighted with a red box and arrow), "CO-1" (with "SESSION 1 READING MATERIAL" and "SESSION 2 READING MATERIAL"), and "Navigation" (with links to Site home, Site pages, My courses, Courses, etc.). The right sidebar contains "Course administration" options like Site setup, Course completion, Users, Filters, Reports, and Import.

The screenshot shows the KL University CDOE LMS interface. At the top, the KL University logo and the text "CDOE CENTER FOR DISTANCE AND ONLINE EDUCATION" are visible. Below this, a large blue header banner displays the word "CALENDAR". The main content area features a "Recently accessed items" section with links to various course materials and forums. Below this is a "Calendar" section for May 2023, showing a grid of dates from Monday to Sunday. A "New event" button is located in the top right corner of the calendar. The bottom of the page includes links to "www.kluniversity.in" and "connect.kluniversity.in", and a "Activate Windows" message.

## ERP

ERP is the portal for end semester assessment and is used for academic registration for every semester. Results of the internal, external exams will be released in this portal.





URL - <https://newerp.kluniversity.in/>

The screenshot shows the KL Deemed to be University CDOE ERP Login Page. The main dashboard displays various university statistics: 20831 Journals & Conferences, 11382 Workshops, Seminars & Guest Lectures, 1209 Doctoral Faculty, 2262 Non-Teaching Staff, 1896 Faculty (VJA), and 247 Faculty (B). On the right, there are sections for Academic, Hostel, Research, and GSE. A central modal window for 'Login' is open, asking for 'Username' (20812110002), 'Password', and 'Remember Me'. It also includes links for 'Forgot your password?' and 'Parent Registration?'. Below the modal, a red banner says '© Copyright 2019 by KL Deemed to be University'.

## KL Deemed to be University | CDOE STUDENT PROFILE

The screenshot shows the KL Deemed to be University CDOE Student Profile page for ANNAVAPU SRINIVASA RAO. The profile header includes the student's photo, name, University ID (20812110002), and tabs for Personal Details, Address, Contact, Identity, Dependent Details, Qualification, Publications/Conferences, Parents, Activities, Awards, Advisors, and Courses. The 'Personal Information' section contains detailed demographic and family information.

## KL Deemed to be University | CDOE STUDENT END SEM RESULT

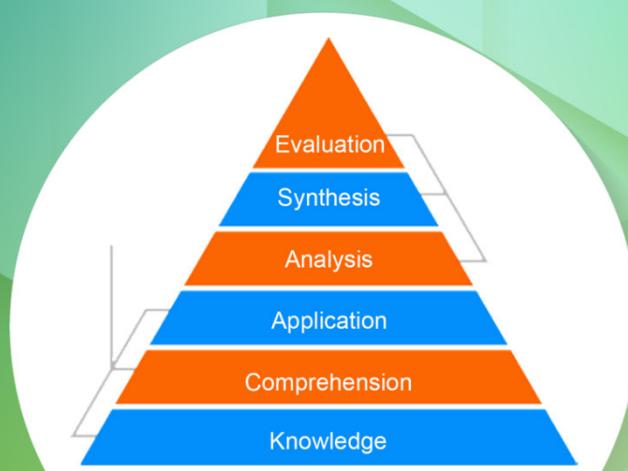
The screenshot shows the KL Deemed to be University CDOE Student End Semester Result page. The header includes the student's photo, University ID (20812110002), and tabs for Home and Go Back. The main content displays the 'SEM END EXAM RESULT' with a table showing registered credits (20), obtained credits (20), cumulative (128), SGPA (6.4), and total 5 items. The table lists five courses with their respective details like University Id, Student Name, Course Code, Course Name, Grade, Grade Point, Credits, Promotion, Reg Academic Year, Reg Sem, and a status column.

| # | University Id | Student Name           | Course Code | Course Name  | Grade | Grade Point | Credits | Promotion | Reg Academic Year | Reg Sem  | Status |
|---|---------------|------------------------|-------------|--|-------|-------------|---------|-----------|-------------------|----------|--------|
| 1 | 20812110002   | Annavapu Srinivasa Rao | 19MBS1C0D   | Enterprise Resource Planning & Information Systems | B     | 6           | 4       | P         | 2020-2021         | Even Sem | Pass   |
| 2 | 20812110002   | Annavapu Srinivasa Rao | 19PGD05D    | Information Security Systems and Control Audit's   | B     | 6           | 4       | P         | 2020-2021         | Even Sem | Pass   |
| 3 | 20812110002   | Annavapu Srinivasa Rao | 19PGD10D    | Management Information System                      | C     | 5           | 4       | P         | 2020-2021         | Even Sem | Pass   |
| 4 | 20812110002   | Annavapu Srinivasa Rao | 19MBS1C1D   | Organization Behaviour                             | B     | 6           | 4       | P         | 2020-2021         | Even Sem | Pass   |
| 5 | 20812110002   | Annavapu Srinivasa Rao | 19PGD09D    | Data Warehousing & Data Mining                     | A+    | 9           | 4       | P         | 2020-2021         | Even Sem | Pass   |

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## CDOE DELIVERY PROCESSES

# SCIENTIFIC BASIS OF ONLINE EDUCATION



Bloom's  
Taxonomy

## Gagné's 9 events

1. Gaining attention
2. Informing the learner of the objective
3. Simulating recall of prior knowledge
4. Presenting information
5. Providing guidance
6. Eliciting performance
7. Providing feedback
8. Assessing performance
9. Enhancing retention and transfer





## E-TUTORIALS

Audio Video Lectures



## E-CONTENT

TEXTUAL CONTENT  
CASE STUDY



## WEB RESOURCES DISCUSSION FORUM

REFERENCE MATERIAL  
DISCUSSION FORUM



## SELF ASSESSMENTS

SELF ASSESSMENT  
ACADEMIC ACTIVITIES

# 4 QUADRANT APPROACH



COURSE OBJECTIVES  
& OUTCOMES



E-LEARNING  
CONTENT



LIVE INTERACTIVE  
CLASSES (LIC)



SYLLABUS



GLOSSARY



ACADEMIC  
ACTIVITIES



## Self Study

SLMs

PPTs

Videos

## Review and Interaction

Online Classes



## Validation of Learning

Discussion Forums

External References

# Flipped Model of Learning

## LEARNING SCHEME AND EFFORT FOR CDOE STUDENTS

### EFFORT PER WEEK FOR EACH COURSE

|                     | Learning Content    | Time suggested                       |
|---------------------|---------------------|--------------------------------------|
| 01                  | SLM Reading         | 1 hour                               |
| 02                  | PPT Review          | 30 minutes                           |
| 03                  | Video Learning      | 30 minutes                           |
| 04                  | Quiz Practice       | 30 minutes                           |
| 05                  | External References | 15 minutes                           |
| 06                  | Online Live Class   | 1 hour                               |
| 07                  | Discussion Forum    | 15 minutes                           |
| <b>Total Effort</b> |                     | <b>4.0 Hours per week per course</b> |

**14 WEEKS PER SEMESTER**

**12 WEEKS ONLINE LIVE CLASSES**

**2 WEEKS EXAMINATION PREPARATION AND REVIEW**



**For a semester: 6 courses = 4 X 6 = 24 Hours of learning per week**



• Weekly Plan For Learning

• Productive Learning Effort

• Align Learning With Online Live Classes

- Read SLM
- View Video
- Review PPT
- Attempt Quiz
- Review Important Questions
- Post Doubts or Queries

# Learning Plan

Use The Learning Plan

# Mobile First Learning

## Access Learning on The Go!

Attempt Quiz



Read Self Learning Material



View 2 Minute Video



View 6 Minute Video



**INDIVIDUALISED LEARNING**

- STANDARD CONTENT AND DELIVERY
- DELIVERED TO INDIVIDUAL LEARNERS

**PERSONALISED LEARNING**

- VARIED CONTENT AND
- DELIVERY - DESIGNED AND DELIVERED ACCORDING TO PERSONAL PREFERENCES


**Types Of  
Online  
Learning**

**FLEXIBLE LEARNING**

- CHOICE OF CONTENT AND DELIVERY COMPLETELY WITH LEARNERS

**ADAPTIVE LEARNING**

- DESIGNED AND DELIVERED BASED ON GAPS IDENTIFIED IN LEARNERS AND CHALLENGES

# Norms for Delivery of Courses in Online Mode

