



**SWARJANIM**  
STARTUP & INNOVATION  
UNIVERSITY

WHERE IDEAS COME ALIVE

INDIA'S FIRST UNIVERSITY FOR STARTUP



**SWARJANIM**  
SCHOOL OF MANAGEMENT,  
COMMERCE & LIBERAL ARTS

**Session: 2024-25 Students' Handbook**

# **Masters of Business Administration**

**MBA**



We are delighted that you have chosen to pursue your MBA at Swarnnim Startup and Innovation University. This handbook is designed to provide information to assist you in succeeding in all areas of your MBA experience and to answer some of the most common questions students typically have. While we have tried to cover all of the pertinent information, please feel free to contact us at any time for assistance. We look forward to guiding you over the next few years to help you successfully complete your degree.

Swarnnim Startup and Innovation University (SSIU) has been approved by the Government of Gujarat under the Gujarat Private University Act No. 10 of 2017. The university imparts technical wisdom about innovation, startup and entrepreneurship through the conventional education medium.

### **Vision**

To be globally competent institution imparting education based upon the foundation of innovation and entrepreneurship.

### **Mission**

To create budding entrepreneurs who can compete globally by grooming their innovative and startup skills.

## **Campus and Facilities**

We are located in Bhoyan Rathod, Opposite IFFCO, Near ONGC WSS, Adalaj Kalol Highway, Gandhinagar, Gujarat. Swarnnim Startup and Innovation University (SSIU) offers the ambiance and amenities to support educational programs. SSIU offers a range of classroom in order to accommodate multiple learning approaches, Seminar Hall, Incubation Center, Student accommodations, Canteen, Sports and Transport and Parking Facilities.

Businesses today need to operate in ways to contribute to social good by maintaining the highest ethical standards and ecological balance. We aim to co-create a new lineage of leaders who contribute to the triple bottom of People, Profit and Planet. Our incessant learning and assessment approach helps the student to augment learning to face challenges in today's shifting business environment. Our core objective is to enhance the problem solving and critical thinking capabilities of students in order to make them confident future. Our Program model aims to enable students to become agile, ethical and purposeful leaders of tomorrow while encouraging creativity, critical thinking, communication, contemplation, cross-disciplinary approaches, real-world implementation, and the ability to negotiate unanswered questions. Students are guided by best academic minds drawn from path-breaking young scholars to highly experienced experts.

School of Management, Commerce and Liberal Arts (SMCLA) of Swarnim University, offers the Master of Business Administration (MBA- Marketing, Human Resource and Finance), Bachelor of Business Administration (BBA), Bachelor of Commerce (BCom) and Bachelor of Arts (BA). SMCLA also offers the full-time residential and part time doctoral (PhD) programme, the contents of this Students' Handbook are applicable to all the students of SMCLA during their course stage.



### Mission

- Management Knowledge spreading through a right blend of a contextually relevant curriculum and innovative pedagogy.
- Creating the suitable environment to augment critical thinking and analytical abilities among students.
- Leading students towards building organisations by igniting the entrepreneurial spirit among students



### Vision

The vision of School of Management, Commerce and Liberal Arts is to develop globally recognised leaders by inculcating innovative ideas that lead to make entrepreneurial individuals who contribute to society & economy through experiential learning eco system.

## Dress Code & Professional Conduct

The students enrolled in a professional degree program it is important that you represent yourself, in a professional manner. Our goal is to always be prepared to meet a potential employer, business contact, mentor, or other representative from the business community in a professional manner. The dress code for students is business casual for day-to-day classes and activities. We define business casual as collared shirt or button down shirt and pants for men. No shorts, t-shirts, flip flops, caps, etc. Business casual for women consists of nice top with pant or a skirt. Again, no shorts, t-shirts, etc.

Students are expected to show respect to their peers, the faculty, staff and members of the business community at all times. During class, students should silence cell phones. Similarly, laptops should not be used during class for any purpose other than as specifically instructed by the professor.

## The MBA Programme

The SMCLA programme's are briefly described in bullets given below:

- It is a two-year full-time programme
- It is delivered in semester system basis, with two semesters in one academic year, and a total of four semesters during the two-year programme.
- Additionally, every student has to undergo Summer Internship at the end of the 2nd semester and before the 3rd semester begins.
- The programme has a set of courses in the first year and electives are related to the specialization to bring all relevant techno- managerial, regulatory and commercial perspectives of industries. Additionally perspectives like globalisation, strategy, technology, sustainability, innovation etc. appear as a common thread throughout the programme.

## ORIENTATION PROGRAMME

School of Management, Commerce and Liberal Arts (SMCLA) organizes orientation program for 10 days for all new students. The orientation program provides the detailed overview of the University, School, Student's code of conduct, Curriculum details, Extra and Co-Curricular activities, Internship and Placement related initiatives/support. Infrastructure and Other facilities. we extends its support to all the new and existing students to recognize and discover their passion, pursue their goals and build expertise in that particular chosen area. Hence, the ultimate aim of the University and School lies in transforming Students to Corporate. Bridge Course acquaints students with diverse background of Science, Engineering, Arts with basics of subjects that they have not studied in their Graduation, there are bridge courses offered.

### Academic Calendar AY: 2024-25

#### AY 2024-25: Odd Semester: UG Sem. 1/3/5 & PG Sem. 1/3 (SMCLA)

Particulars	Date
<b>Commencement of BBA, BCOM, BA - Semester 3, 5</b>	22/07/2024
<b>Commencement of MBA- Semester 3 (Students in Summer Internship)</b>	05/08/2024
<b>Orientation Programme (BBA,BCOM,BA) Sem I</b>	29/07/2024
<b>Orientation Programme (MBA) Sem I (As per ACPC Dates)</b>	27/08/2024
<b>Teaching, Learning &amp; Continuous Evaluation – Phase 1 (8 Week)</b> BBA, BCOM, BA – 1,3,5; & MBA- Semester 3	22/07/2023 to 09/09/2024
<b>Attendance Review-1 (8 Weeks)</b>	11/09/2024
<b>Mid-Sem Exam BBA, BCOM, BA – 1,3,5 &amp; MBA- Semester 3</b>	16/09/2024
<b>Declaration of Mid Sem Result &amp; PTM</b>	At the end of First Phase
<b>Teaching, Learning &amp; Continuous Evaluation –Phase 1 (8 Week)</b> MBA Semester 1	27/08/2024-11/10/24
<b>Attendance Review-1 (8 Weeks)</b>	11/10/2024
<b>Mid-Sem Exam MBA - Semester 1</b>	16/10/2024
<b>Declaration of Mid Sem Result &amp; PTM</b>	At the end of First Phase
<b>Teaching, Learning &amp; Continuous Evaluation – Phase 2 (8 Week)</b> BA, BBA, BCOM – 1, 3,5; & MBA- Semester 3	23/09/2024 to 25/11/2025 (Inclusive of 2 week Diwali Holiday)
<b>Attendance Review-2 (8 Weeks)</b>	29/11/2025
<b>Teaching, Learning &amp; Continuous Evaluation – Phase 2 (8 Week)</b> BA, BBA, BCOM – 1, 3,5; & MBA- Semester 3	21/10/2024 to 21/12/2025 (Inclusive of 2 week Diwali Holiday)
<b>Attendance Review-2 (8 Weeks)</b>	22/12/2025
<b>University Exam BA, BBA, BCOM – 1,3,5; &amp; MBA- Semester 3</b>	02/12/2024
<b>University Exam MBA - Semester 1</b>	30/12/2024
<b>End of the First term (BBA/BA/ B.COM SEM 1,3,5; &amp; MBA SEM-1, 3 )</b>	December, 2024

### Academic Calendar AY: 2024-25

#### Even Semester: UG Sem. 2/4/6 & PG Sem. 2/4 (SMCLA)

Particulars	Date
<b>Commencement of BA, BBA, BCOM- Semester 2,4,6; MBA- Semester 4</b>	01/01/2025
<b>Commencement MBA- Semester 2 (Students in Experiential Project from 15 Jan- 20 Feb 2025)</b>	24/02/2025
<b>Teaching, Learning &amp; Continuous Evaluation – Phase 1 (8 Week)</b>	01/01/2025 to 24/02/2025
BA, BBA, BCOM- Semester 2,4,6; MBA- Semester 4	
<b>Attendance Review-1 (8 Weeks)</b>	26/02/2025
<b>Mid-Sem Exam BA, BBA, BCOM- Semester 2,4,6; MBA- Semester 4</b>	03/03/2025
<b>Declaration of Mid Sem Result &amp; PTM</b>	At the end of First Phase
<b>Teaching, Learning &amp; Continuous Evaluation –Phase 1 (8 Week)</b>	15/01/2025 to 15/03/2025
MBA- Semester 2	
<b>Attendance Review-1 (8 Weeks)</b>	17/03/2025
<b>Mid-Sem Exam MBA- Semester 2</b>	24/03/2025
<b>Declaration of Mid Sem Result &amp; PTM</b>	At the end of First Phase
<b>Teaching, Learning &amp; Continuous Evaluation – Phase 2 (8 Week)</b>	16/03/2025 to 10/05/2025
BBA, BA, BCOM- Semester 2,4,6; MBA- Semester 4	
<b>Attendance Review-2 (8 Weeks)</b>	12/05/2025
<b>Teaching, Learning &amp; Continuous Evaluation – Phase 2 (8 Week)</b>	07/04/2025 to 31/05/2025
MBA- Semester 2	
<b>Attendance Review-2 (8 Weeks)</b>	31/5/2025
<b>University Exam BA, BBA, BCOM- Semester 2,4,6; MBA- Semester 4</b>	19/05/2025
<b>University Exam MBA- Semester 2</b>	02/06/2025
<b>End of the First term (BBA, BCOM- Semester 2,4,6; BA Semester 2 &amp; 4; MBA- Semester 2,4 )</b>	May, 2025

After the orientation programs we commence the curriculum delivery. During this period we provide opportunities for skill development and value reinforcement through various curricular, co- curricular and extra-curricular activities organised by the School and University and also by the students.

### Programme Structure

The MBA Programme is conducted on semester basis with total 04 semesters spread over Two academic years.

- a) First Year there are 14 courses. All are core subjects imparting the knowledge on the fundamentals of management.
- b) Second Year: There are Eight core courses. As the programme offers Choice Based Credit System (CBCS), students can decide the elective subjects of their choice along with compulsory subjects in each semester. The elective subject(s) are offered from three different areas namely, Marketing, Finance and Human Resource Management. Out of 12 elective courses the student has to select 04 based on the Specialization they choose.

### MBA – TEACHING SCHEME BATCH 2023-25 MBA Semester – I

Sr. No.	Subject Code	Subject title	Credits
1	MBA101MAE	Managerial Economics	4
2	MBA102PPM	Principles & Practices of Management	3
3	MBA103MAM	Marketing Management	4
4	MBA104ORB	Organization Behaviour	4
5	MBA105POM	Production and Operation Management	3
6	MBA106AFM	Accounting for Managers	4
7	MBA107EAS	Entrepreneurship and Startups	3
		<b>Total</b>	<b>25</b>

**MBA Semester – II**

Sr. No.	Subject Code	Subject title	Credits
1	MBA201BUS	Business Statistics	4
2	MBA202HRM	Human Resource Management	4
3	MBA203ITM	Information Technology for Managers	4
4	MBA204FIM	Financial Management	4
5	MBA205PSE	Professional Skills & Etiquettes	2
6	MBA206BRM	Business Research Methods	4
7	MBA207EXP	Experiential Project	3
		<b>Total</b>	<b>25</b>

**MBA Semester – III**

Sr. No.	Subject Code	Subject title	Credits
1	MBA301SIP	Summer Internship Project	6
2	MBA302TAX	Taxation	3
3	MBA303STM	Strategic Management	4
	<b>Specialization Major 1 Finance/ Major 2 HR/ Major 3 Marketing</b>		
4	MBA304SAPF/ MBA304COM/ MBA304SEM	Security Analysis & Portfolio Management/ Compensation Management/ Services Marketing	4
5	MBA305MFS/ MBA305SHR/ MBA305IMC	Management of Financial Services/ Strategic Human Resource Management/ Integrated Marketing Communication	4
6	MBA306ETM	Emerging Technology for Managers	3
		<b>Total</b>	<b>24</b>

**MBA Semester – IV**

Sr. No.	Subject Code	Subject title	Credits
1	MBA401PRM	Project Management	3
2	MBA402DSM	Digital & Social Media Marketing	3
3	MBA403BUL	Business Law	3
<b>Specialization Major 1 Finance/ Major 2 HR/ Major 3 Marketing</b>			4
4	<b>MBA404COR/</b> MBA404HRA <b>/MBA404COB</b>	Corporate Restructuring/ HR Analytics/ Consumer Behaviour	
5	MBA405FID/ MBA405INR/ <b>MBA405PBM</b>	Financial Derivatives/ Industrial Relation & Labour Laws/ Product and Brand Management	4
6	MBA406REP	Research Project	6
		<b>Total</b>	<b>23</b>

**Note:**

1. Research Project each student must prepare on any topic of their interest and specialization. Student should do a research based on either primary or secondary data follow the research paper format for prepare the report submit with plagiarism report.
2. Certificate course of minimum 1 credit will be completed by students using different governmental online study platforms like Swayam/ MOOC to get eligibility for next semester.
3. Internal and External evaluation components have 50 % weightage each.

## Pedagogical Tools

### • Lectures

Teaching learning processes is conducted in real with various multi-media aids. Apart from imparting fundamental knowledge of various concepts and theories of the subject, faculties make learning process in class room more interactive by using various innovative teaching pedagogies like case studies, role plays, book reviews, presentations, workshops, guest lectures, etc.

### • Tutorials

Lectures sessions are supported by tutorial sessions. Tutorial sessions are conducted in class room after regular sessions. Tutorial sessions are more interactive and specific than regular sessions and are conducted to solve subject specific queries of the students.

### • Guest Sessions

Subject and content specific guest sessions are also organized on regular basis that indeed help participants to relate and explore theoretical learning into practical implementation through the real-world experience from successful practitioners. It provides a vibrant platform to the participants to get insights from the vast pool of industry expertise across all promising areas and sectors wherein they strive to pursue their professional careers. As a para-academic initiative, committee members persistently organizes guest sessions where torch bearers of major industrial sectors and distinguished business personalities share their views about the industry, its macro and micro integrities, and give the entire overview of contemporaries in the corporate world. This learning enhancement initiative helps molding the participants into proficient managers of the future.

### • Industrial Visit

Practical exposure is very critical to understand all management verticals. To serve this purpose, industrial visits at renowned industries are organized for students on a regular basis.

### • Projects/Assignments

Projects and assignments are one of the most essential parts of the MBA curriculum. Each faculty member guides the students personally for the projects and assignments. Learning process is made more comprehensive using following tools:

1. Live projects provide practical exposure of various concepts and theories learned in Classroom
2. Presentations to hone communication and interpersonal skills of students
3. Research projects to sharpen analytical skills of students
4. Group discussion to augment leadership and communication skills of students
5. Subject specific assignment for in-depth understanding of subjects
6. Workshops for better understanding of specific subjects

### • Academic Feedback Mechanism

The faculty shows the answer books of Continuous Evaluation Components and Internal Exam to students and also inform them about the marks within 7 to 10 working days. In case of any grievances students are free to personally meet subject faculty or academic committee. The result of respective components is displayed on notice board on regular basis.

### • Student Mentoring

The programme is having unique approach of assigning dedicated faculty members to students. The role of mentors is to guide and support students in their various academic and para-academic issues and concerns.

- **Class Schedule**

A regular day would have five lectures. Each class would be of 60 minutes duration. There would be a Lunch Break at the end of the third class. Some days of the week are also marked for the weekly co-curricular activities. Students are required to refer to the detailed time-table displayed on the notice-board and also communicated via students whatsapp group.

- **Enterprise resource planning (ERP)**

SSIU has World Class ERP with student friendly features like Course Calendar, facility of downloading subject Videos and Course Outline, undertaking online quizzes and student evaluation. Students can Monitor Progress refer Attendance Reports and Fees Status.

## Students Involvement and Enriching Activities

### **Co-curricular Activities**

To provide a holistic learning experience to its students we go one step ahead of the prescribed syllabi. A dedicated team of faculty members conducts co-curricular activities. This committee grooms the students for participation in external competitions. The department also has Co-curricular activities like Management Quiz, Group Discussions, Elocution, Debate, Mock Interviews and Discussion of Contemporary Issues as a part of the weekly academic schedule. This exercise helps and boost confidence level of students in a large way, this paves way to confidently participate and outshine in various inter-college competitions.

### **Gyankumbh – Management Quiz**

Management Quiz on various topics like General management, Marketing, Advertising, HRM, Finance, Capital markets, Business events and Personalities in the news. The basic objective of arranging management quiz is to assess and review awareness level of core management issues as well as current global developments.

### **SMCLA Club Activities**

There are four clubs – Cine Joy, Business Bazigar, Business News and Hunar Munch. These club activities are held every month. Students Coordinators plan and execute the activities.

### **Extra-curricular Activities**

To ensure active mind along with regular para-academic activities, we provide a healthy dose of extra-curricular activities.

### **Fun-O-Thon**

Those who understand the benefits of being fit can cherish its fruits of being active, focused, and strategically sound. This is an inter-department sports event comprising of games like football, carom, cricket, chess and volleyball. The beauty of the event is that it is organized and managed by the students. This helps enhancing the leadership, team spirit and sportsmanship of the students on the ground, and is later on reflected in their work too.

### **Annual Day Celebration**

Each year, the Institute celebrates Annual Day to recognize the achievements of students by presenting trophy and certificates to winners and participants for their contribution in various external and internal events. Each year, more than 150 participants showcase their performances through plethora of cultural events like Dancing, Singing, Drama-Mime and Fashion Show, in the form of competition where all the performers battle for top position. The event is judged by a panel of eminent personalities from arts and theatre field.

### **Navrari**

To promote cultural and traditional values among students we organize garba event each year. Garba dance form is not only a performing art, but also a forum for cultivating spiritual characteristics amongst the younger generation.

### **Fun Days Celebration**

In order to make the academic journey more joyful every year days are celebrated based on different themes, wherein students are encouraged to organize and manage the events which give them a chance to sharpen their leadership and team building skills. Unique themes are celebrated each year like three seasons day, rubic's cube day, Brand day, Mismatch Day, Retro Day, Monochrome day, traditional day etc.

### General Discipline

- Students must sit in exam-hall according to seating arrangement announced. They must occupy their seats 10 min before the scheduled time, failing to it, they shall not be allowed to appear for examination.
- Students appearing for examination must have a valid I-card. Student without a valid I-card will not be allowed to write the examination.
- To carry Mobile phones/laptop/electronic programmable memory devices in the examination hall is strictly prohibited. Violation of this rule shall be considered as an offence of unfair means in the examination.
- Students are not permitted to bring books, notes or other materials into the examination room.
- Use of simple scientific calculator is permitted however use of programmable calculator is prohibited.
- Exchange of calculator and other accessories is strictly prohibited in the examination hall.
- Students are not allowed to leave their seats during the first half an hour and last 15 minutes of the examination.
- Students must deposit his/her answer paper to the hall supervisor before leaving the hall. Leaving the examination hall without submitting the answer book is unfair means practice by rule, and is liable for strict action.
- Students are totally responsible for tying/joining appropriately their all kind of supplementary answer paper/s with the main answer book within the scheduled time, no extra time shall be given for the same.
- Students indulging in any kind of misbehavior with the hall supervisor will be taken as unfair means and is liable for strict action.
- Students found practicing any kind of unfair means are liable for strict action and their parents may be informed accordingly.
- Once you complete your examination, kindly leave the exam hall and corridors soon.

### Examinations & Evaluation

Depending upon the requirements of a given course and preference of the instructor, any course will have many components for the evaluation of student learning. The methods of evaluation may vary; for example, quizzes, assignments, term-papers, projects, presentations, article reviews, class participation, role plays, mid-term examination, final examination, etc. (Annexure- I : Exam Policy 2023)

**The assessment of students for the curricula they are studying will broadly be done in two categories:**

**Category 1:** Continuous Evaluation

**Category 2:** End Semester Examination / End of the year Examination

Sr. No	Segment	Components	Conducted During	Responsibility
1	Continuous Evaluation	Written tests, MCQs, Quizzes, Projects, Assignments, Presentation, Case Study, Practical Tests and Viva-Voce as per syllabus	Throughout the Semester	Deans / Principals are responsible for the smooth conduct, timely results and fairness. He/She shall assign responsibility to HODs / Faculties
2	End Semester/ End of the Year Examination	1. Practical (Performance & Viva-Voce) 2. Theory Papers	End of the Semester	Dean / Principal / Controller of Examination shall be responsible for smooth conduct, fairness and timely results

The teacher who is teaching a particular course shall be responsible for the performance of the students in that course.

## Scheme of Course Evaluation

The respective teaching faculties and end semester / year examination by the University will evaluate the performance of every student in each course during their academic tenure. In general, the scheme of evaluation for various courses will be -

- Continuous Evaluation 50%\*
- University Exam 50%\*

The Percentage value may differ depending on the evaluation requirement of different Governing Councils of various courses at the University and which will be approved by their respective Board of Studies (BOS).

Sr. No.	Component	Passing Criteria	Remark
1	Internal Evaluation	40%	Overall Pasing Criteria is 40%
2	External Evaluation	40%	

## Grading

### SYSTEM OF EVALUATION, AWARD OF CLASS AND CONVERSION TO PERCENTAGE

**Grading:** The total of the internal evaluation marks and Final University Marks in each course will be converted into a letter grade as well as to point scale as per following scheme:-

Total Mark (%)	>80	>75-80	>70-75	>60-70	>50-60	>45-50	>40-45	>40	Absent
Corresponding Letter Grade	O	A+	A	B	B+	C	P	F	AB
Numerical Point Corresponding Letter Grade	10	9	8	7	6	5	4	0	0

**Award of Class:** The class awarded to a student in the programme is decided by the final CGPA as per the following scheme:

- **Distinction:** CGPA  $\geq 8.0$  • **First Class:** CGPA  $\geq 7.0 < 8.0$  • **Second Class:** CGPA  $\geq 5.0 < 7.0$
- **Pass Class:** CGPA  $\geq 4.0 < 5.0$  • **Fail:** CGPA less than 4

**Formula for Conversion of SGPA/CGPA to Percentage:** An equation to find equivalency between SGPA/CGPA may be obtained as: **Percentage Marks = (SGPA/CGPA - 0.5) x 10**

## University UFM Policy

### Nature of malpractice & Quantum of Punishment

Sr. No	Nature of Malpractice	Quantum of Punishment
I	Possession of copying material. (Copying Material in any form)	Annulment/ Cancellation of the performance of the student at the University / College examination in full * (Note: - This quantum of punishment shall apply also to the following nature of malpractices at Sr. No.(II) to Sr.No.(XII) in addition to the punishment prescribed Thereat).
II	Actual copying from the Copying material.	Exclusion of the student from University / College examination for one additional examination.
III	Possession of another student's answer book	Exclusion of the student from University / College for one additional examination. (Both the students).

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IV	Possession of another student's answer-book + actual evidence of copying there from.	Exclusion of the student/s from Deemed to be University/ College examination for two additional examinations (Both the students)
V	Mutual/Mass copying	Exclusion of the students from Deemed to be University/ College examination for two additional examinations.
VI	Smuggling-out or smuggling in of answer book as copying material	Exclusion of the student from Deemed to be University /College exam for two additional exams.
	Smuggling-in of written answer book based on the question paper set at the examination.	Exclusion of the student from Deemed to be University / College examination for three additional examinations.
VII	Attempt to forge the signature of the invigilator on the answer-book or supplement.	Exclusion of the student from Deemed to be University / College examinations for four additional examinations.
VIII	Interfering with or counterfeiting of Deemed to be University /College seal, or answer-books or office Stationery used in the examinations.	Exclusion of the student from Deemed to be University /College examination for four additional examinations.
IX	Answer-book, main or supplement, written outside the examination hall or any other insertion in answer-book.	Exclusion of the student from Deemed to be University /College examination for four additional examinations.
X	To bribe or attempting to bribe any of the person/s connected with the conduct of examinations.	Exclusion of the student from Deemed to be University /College examination for four additional examinations.
XI	Using obscene language /violence/ threat at the examination centre by a student at the Deemed to be University/ College examination to invigilators / Centre-in -charge or Examiners.	Exclusion of the student from Deemed to be University /College examinations for four additional examinations
XII	(a) Impersonation at the Deemed to be University / College Examination.	Exclusion of the student from Deemed to be University /College examination for five additional examinations (both the students if impersonator is University /College student).

## EXAMINATION RULES & REGULATIONS

	(b) Impersonation examinations.	Exclusion of the student from Deemed to be University /College examination for five additional examinations (both the students if impersonator is University /College student).
XIII	Revealing identity in any form in the answer written or in any other part of the answer-book by the student at the College or Institute examination.	Annulment of the performance of the student at the Deemed to be University / College examination in full.
XIV	Found having written on palms or on the body, or on the clothes while in the Examination.	Annulment of the performance of the student at the Deemed to be University / College examination in full.
XV	All other malpractice(s) not covered in the aforesaid categories.	Annulment of the performance of the student at the Deemed to be University /College Examination in full, and severe punishment depending upon the gravity of the offence.

## EXAMINATION RULES & REGULATIONS

### ATKT Rules

Admission in Semester	ATKT Rule
Semester - I	Not Applicable
Semester - II	Student will be promoted to <b>Semester – II</b> from Semester – I irrespective of subjects failed in <b>semester – I</b> . He/she is allowed to appear in failed subjects at the end of second semester ATKT exam to clear them.
Semester – III	Students can have maximum backlog of four subjects of <b>Semester – I</b> . <b>If backlog is more than four, he/she will not be promoted to semester – III.</b> (Failed subjects of semester – II will not be counted for the detention in semester – III).
Semester - IV	<b>Student can have maximum backlog of four subjects of semester – I and Semester – II.</b> He/she can either have backlog of four subjects of semester – I or semester – II or combine of both. It is restricted to four only. <b>If number of backlog of semester – I and Semester – II is more than four, he/she will not be promoted to semester – IV.</b> (Failed subjects of semester – III will not be counted for the detention in semester – IV).
Semester – V	He / She must have cleared all the backlogs of semester – I and II to get promoted to semester – V. <b>He/she can have maximum four backlogs of semester – III; if it is more than four he / she will not be promoted to semester - V.</b> (Failed subjects of semester – IV will not be counted for the detention in semester – V).
Semester - VI	<b>He / She can have maximum four backlogs of semester – III and IV combined to get promoted in semester – VI.</b> (Failed subjects of semester – V will not be counted for the detention in semester – VI).
Semester - VII	<b>He / She must have cleared all the backlogs of semester – III and IV.</b> However, maximum four backlog in semester – V is allowed to get promoted in semester – VII. If it is more
	than four backlogs of semester-V, he/she will not be promoted to semester – VII. (Failed subjects of semester – VI will not be counted for the detention in semester – VII).
Semester VIII	He/She can have maximum four backlogs of semester – V and VI to get promoted in semester – VIII. <b>If it is more than four backlog of semester – V and VI, he / she will not be promoted to semester - VIII.</b> (Failed subjects of semester – VII will not be counted for the detention in semester – VIII).

### • Anti-Ragging Committee

To provide a secure environment to the fresher students, Faculty of Management has constituted an anti-ragging committee & Squad with the objective to check and prevent any form of ragging. A combination of faculty members & students actively keep a check on ragging activities to ensure non-occurrence of such nuisance on the campus.

### • Internal Complaint Committee

We believe in providing a safe and healthy environment in Higher Educational Institutions (HEIs) for women students and employees. ICC is responsible empowering women in HEIs through awareness on the various initiatives for capacity building of women, like women centric fellowships and scholarships, women study centres and legal provisions and advisories for women. It is also responsible to create safe spaces in HEIs for women through provision of this platform for lodging complaints related to violence and harassment against women and a helpline number and email address for reporting such issues.

### • Grievance Redressal Cell

Grievance Redressal cell is officiating on regular basis to enquire the extent of grievances in diverse nature of Discipline & Act of Misconduct and misbehavior of students.

Objective:- A Grievance Redressal Cell has been constituted for the redressal of the problems reported by the Students of the College with the objective of encouraging the Students to express their grievances / problems freely and frankly, without any fear of being victimized.

### • Women Development Cell

This cell meets on regular basis and conduct various activities for the awareness and wellbeing of female students.

1. To create healthy working environment for both the genders by establishing guidelines to deter any Sexual Harassment.
2. To set a process of accepting grievances on sexual harassment, gender dignity, their fair investigation and appropriate action on the findings of the enquires.
3. To encourage raising of awareness about gender sensitivity and gender equality at campus.

Placements in the industry and alignment of career with role, brand and package is to be regarded as the most critical goals of professional education. Though learning must be recognized as an end in itself, it is important that professional education facilitates the process of career advancement of students. Moreover, it has been seen that right placement happens as much because of individual brilliance and aptitude as because of strategic preparedness. The University visualizes its role as a facilitator to bring about a radical change in the employability of its students. Consequently, a comprehensive placement policy has been framed keeping in mind the aspirations of the students, their parents and expectations of the industry.

The Placement Services of the University will be available only to those students who opt to avail them and commit to abide by the requirements thereof. As per current recruitment trends, the recruitment activity starts early in pre-final year / semester (depending on the program). The students graduating in 2024, 2025 & 2026 are required to gear up for being a part of placement related activities immediately at an early stage of their program

- a. To apprise students regarding the rules and regulations of the Placement Policy & subsequent processes.
- b. To regulate procedures regarding taking part in placement processes & offers arising out of the same.
- c. To apprise students about importance of Preparatory Sessions in improving the employment index.
- d. To monitor the expected conduct of students during the processes and to specify the deterrents regarding unwarranted communication with companies or any other player/medium that might directly/indirectly affect the image of the University.
- e. To lay down provisions, procedure and process for accepting Job/Internship Offers.
- f. To lay down guidelines for joining of students & related rules in terms of penalization & benefits.

**The detailed policy document will be discussed during the orientation ceremony.**

The School attaches utmost importance to strict integrity and honesty in all segments of academic work. Any form of dishonesty including attempts to copy or help others copy in any manner is strictly prohibited. Unless specified otherwise by the instructor, students must not collaborate/syndicate in any manner in completion of home assignments and projects. All sources of information and ideas used for completion of the assignments and projects must be explicitly acknowledged. In other words, the non-referenced part of the answer as presented to the instructor should be the independent work of the students.

### **Attendance**

An enrolled candidate shall be considered eligible for appearing in the end semester / year examination subject to the fulfillment of the following conditions:

1. A candidate has satisfactorily completed the semester if,
  - a. The attendance is at least **75%** in the semester / year of the course.
  - b. He/she has carried out the planned lab work, term-work and other curricular assignment satisfactorily during the semester / year.
2. A candidate has paid the complete Tuition Fees and Examination Fees for the current Semester / Year in stipulated time period as per the Fee Structure approved by the Regulatory Authority of the State or the University.
3. Candidate have filled in the examination form within the stipulated time period.
4. After the student have filled in the exam form, the student should have hall ticket bearing his/her name, enrollment number, photograph and authorized signature along with a Photo Identity Proof to appear in the Examination Hall.

**In absence of any of the mentioned document, the student will not be allowed to appear in examination.**

### **Mobile Phone**

- Use of camera in a camera phone anywhere on campus for any undesired purpose is strictly prohibited.
- Anyone who is in violation of these rules will be charged a spot fine of Rs.500/-

## CONSEQUENCES OF MISCONDUCT

### **Academic and non-academic misconduct would invite severe penalty.**

- a. Penalty for breach of academic discipline would be first decided by the concerned faculty as per the rules defined in the course outline or as may be appropriate.
- b. However, a faculty may refer the case of academic misconduct to the Head of the Department/ Director, who in turn will ask the Academic Committee to take a decision.
- c. The cases of non-academic misconduct can be referred by anyone to the Head of the Department/ Director. The Head of the Department/ Director will attempt to address the situation and decide on penalty, if any. However, if the nature of misconduct such which may warrant severe penalty, the Head of the Department/ Director will refer the matter to the Academic Committee, which will take a final decision.
- d. The decision of Academic Committee will be conveyed by the Head of the Department/ Director to the concerned student. The decision of the Academic Committee is binding to all.
- e. In any case where the result of an examination has been ascertained and published, and & it is prima facie found that such result has been affected by any malpractice, fraud or any other improper conduct on the part of a student, the Academic Dean shall appoint an ad-hoc committee to examine the matter and seek its opinion. If the opinion of the Committee confirms the mal practice on the part of the student for seeking benefits, following the process of natural justice, the Academic Dean shall amend the result as deemed necessary and order the withdrawal of the certificates/prizes/awards from the student.
- f. A student expelled from the programme on the ground of academic or non- academic misconduct is ineligible for seeking admission in the University.

## FEE & PAYMENT SCHEDULE

- Students are advised to collect the fee details and payment schedule from the Account Department, and make payment in full accordingly.
- Except the caution money deposit, no fees are refundable in case of withdrawal or expulsion from the programme.
- Late registration and late payment of fees is not permissible, except with the prior permission of Dean Academics.
- In case of late payment, late fees will be charged at the rate of Rs.100 per day. In exceptional cases, the Dean Academics. may grant extension of time for making payments, without late fees.
- Those who fail make all payments due, including late fees, in a particular term will not be allowed to register for the next term, and will be deemed to have withdrawn from the programme.
- The caution money deposit will be refunded only on completion of programme and if there is no due from the student. The dues, if any, will be deducted from the caution money deposit that becomes refundable as per the rules.

**The Code of Conduct is given below:**

- 1) Book will be issued for 14days only. Delay in Returning the book will be penalized. For @Rs.5per Day.
- 2) Library timing is 9am to 5pm
- 3) If the book is damaged or lost by the students then the students have to pay 25% more than MRP of that book OR New Copy of the same title, publisher & year of the publication may be allowed to replace, within limited time duration.
- 4) Journals or Magazine or Newspaper should not carry outside the library. The students can read it in library only.
- 5) Do not damage any property of the library like newspapers, journals, book, computer etc. Doing this should be penalized with Rs.500
- 6) Non-Book Material like CD is for use in library only.
- 7) If the library ticket is lost, you should inform librarian immediately.
- 8) For the reissue of new ticket, you have to deposit Rs.50 for the loss of each ticket. If the book issued on lost ticket will be the responsibility of the ticket holder.
- 9) The books will be Issued/Returned to the student on his/her own ticket only.
- 10) Your Mobile should be switched off in the library. If your mobile rang in library, you will be penalized with Rs.100.
- 11) Do not enter in the library stack room with your bags or personal books or any other materialistic things.
- 12) If you misbehave in the library or with the library staff, the authorized person has the right to take disciplinary action against you.
- 13) Whenever you are entering in library kindly sign in library entry register.
- 14) Marking of any kind/underlining/writing on the books is strictly forbidden.
- 15) Maximum allowed issue books will be 3 only and Minimum will be 2.

**The Code of Conduct is given below:**

A. Be responsible for using computing facility in an effective, ethical, and lawful manner. Individual users are responsible for their own actions. For example, if a user transmits illicit materials or stores illegal software, that individual user is responsible for such actions and may be held accountable for all consequences and repercussions arising from such actions.

B. Be aware that wasteful or inefficient use of resources may result in significant expenses for university or result in a reduction in the level of service to other users

C. Use only those facilities for which student has permission.

Students are encouraged to report any violations of above rules and any information relating to flaws in the computing facility security, to the appropriate Lab Attendent/Faculty/HOD.

**Students Involvement in  
Government Supported Initiatives**

**SWAYAM**

SWAYAM is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. Institute encourage students to register for SWAYAM and actively use SWAYAM resources for their knowledge and skills augmentation Committees for the Students.

**National Digital Library (NDL)**

The National Digital library of India (NDL) is a project under Ministry of Human Resource Development, India. The objective is to integrate several national and international digital libraries in one single web-portal. Students actively use NDL database for getting access to various e-books, video lectures, audio lectures, research papers, journals, magazines and other online resources. These resources are extremely useful to students in enriching their subject knowledge.



# Startup Policy Highlights



## Norms for Students Startup

It is applicable to all students/Alumni of the University.

To identify a problem that is realistic, innovative, creative, and associated with real- world issues.

The solutions may be included in National Innovation Contest Organized by MHRD Innovative Cell (IIC) and YUKTI, GOI.

Any novel technological idea that can be upgraded for the commercial proposition, scaling up a laboratory proven concept qualifies for a pre-incubation project. Innovative ideas to go through the pre-incubation step and it is expected that the innovator is interested in commercializing the technology to move to registering the Business within a year of pre-incubation.

Selected Ideas to be admitted to “Innovation Space” the pre incubation facility of Swarnnim Startup and Innovation University and the university will provide free working space for the nascent entrepreneurs.

Each student group to be assigned to a senior faculty member for mentorship. Under the mentorship the group/s to prepare a prototype. The student can use the laboratory and other resources of the university for developing the prototype.

The startup to be registered as a student business entity – Partnership, LLP, Private Limited Company, One Person Company. Startups to provide a copy of the registration certificate/letter to their academic institution.

Swarnnim Incubation center can be utilized by external students who wish to incubate his startup idea. There is an incubation agreement for external students.

If the student of Swarnnim Startup and Innovation University want to quit from his startup, other students who are his team member in the startup can take a lead and run the organization or allow another student to join their startup.



### **Incubation Support:**

Upon completion of the pre-incubation process, successful students to be admitted into the incubation program for converting the novel ideas into successful startups. Startups to be promoted and supported by the university in the following ways:

The access to pre-incubation and Incubation facility to startups by students, staffs, faculties and alumni for a mutually acceptable time-frame but should not be more than 30 months)

The SSIP of Government of Gujarat Rs. 20 lakhs to be earmarked annually in cash and/ or kind for Innovation and Entrepreneurial activities (Seed grant for prototype development/ Capability enhancement activities)

IE Courses at different semester: are the flagship program to be launched as an initiative of the Swarnnim Startup and Innovation University for nascent entrepreneurs (Youth Entrepreneurs/Student Entrepreneurs). The startups shall be administered by an advisory board that includes representatives from the schools of Engineering, Agriculture, Life Sciences, and Management.

**Students are required to carefully read Startup Policy and related policies in detail**

## Placement Policy Highlights

The placement policy is applicable for students enrolled in stand-alone regular programs for the students graduating in 2024, 2025 & 2026. The policy will be applicable till the last day of teaching of the term.

### Eligibility & Debarment for students graduating in 2024, 2025 & 2026.

Eligibility & Debarment	
<b>Eligibility</b>	Students (graduating in 2024, 2025 & 2026 or equivalent, for admission batches 2022, 2023 & 2024 onwards) are eligible to register for Career Services.
<b>Temporary Debarment</b>	<ul style="list-style-type: none"> <li>For students registered for career services and later having less than the minimum CGPA as mentioned above or more than 2 standing arrears, will be temporarily debarred from career services until they again secure above mentioned minimum CGPA.</li> <li>Temporary Debarment status will be updated after End-Term Exam Result</li> <li>CTCP Activities will not be scheduled for Temporary Debarred students.</li> </ul>
<b>Important:</b> A student once permanently debarred from placement services at any point of time cannot later become part of the placement process at any given stage.	

### Important Notes:

Students must not change their email address & mobile numbers. Student mobile Nos. and E-mail Ids (although can be updated by student) changes shall be avoided as this information is frequently shared with prospective recruiters by Organisation.

Keep a decent E-mail ID.

Organisation shall not be responsible for any loss of communication due to phone nos./E-mail ids not reachable due to any reason.

### Do's and Don'ts

It is advised that students must maintain a minimum 6.67 CGPA (or equivalent) with no standing arrears to be eligible for enough placement opportunities.

Go for Internships with good organizations/companies.

Get yourself industry-certified on latest technologies/tools through industry-certifications or industry-run MOOCs in your respective program/discipline.



Have live projects / research work (in related area of your program/discipline) to showcase your knowledge and skills to employer.

Strengthen your aptitude and reasoning abilities.

Your CV/resume and ensure you mean every word and you are able to justify your skills mentioned in it.

### **Disclaimers:**

- (i) Minimum attendance criteria for CTCP Classes is 90%, failing in this criteria can lead to debarred you from placement drives.
- (ii) Students are required to note that the placement service is a facility offered by the University and cannot be taken as a guarantee of a job offer. The decision regarding making job offers is left to the discretion of the companies participating in the campus recruitment.
- (iii) In case of any issue arising out of this policy and interpretation thereof; decision regarding any point not covered under this policy; and in case of any provision/decision being changed, modified or overridden, Authorized Signatory shall be the final authority.

**Students are required to carefully read Placement Policy and related policies before opting the Career Services.**

## LIST OF EVENTS (ODD SEM) YEAR 2024-25

No.	Name Club/Committee	EVENT	SCHEDULE
1	Anti Ragging Committee	Anti Ragging Awareness	01.08.2024
2	Hunar Manch	Blind Art	08.08.2024
3	Business Baazigar	Branding/Advertising/Marketing	12.09.2024
4	Workshop	Student Workshop	27.09.2024
5	Hunar Manch	Face Painting	10.10.2024
6	Business Baazigar	Leadership	17.10.2024
7	Business Baazigar	Trivia Games for Finance Concepts	27.11.2024
8	Anti Ragging Committee	Anti Ragging Theme Based Competition	29.01.2025
9	Hunar Manch	Open Mic	13.02.2025
10	FDP	Faculty Development Program	28 Feb 2024
11	Hunar Manch	Fusion Dance	13.03.2025
12	Business Baazigar	Business Idea-2025	27.03.2025
13	Hunar Manch	Live Exhibition	10.04.2025
14	Business Baazigar	Role Play	22.04.2025

**The School reserves the right to alter, modify or change the rules and other contents of this handbook in general interest of the students and academic discipline of the School.**



**Bhoyan Rathod, Opposite IFFCO, Near ONGC WSS,  
Adalaj Kalol Highway, Gandhinagar, Gujarat - 382420.**

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Website**

