



UNIVERSITY OF KASHMIR, SRINAGAR

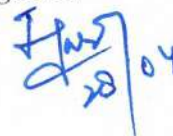
NAAC Accredited Grade-A⁺⁺

Notification

It is hereby notified for the information of all concerned that the Vice Chancellor on the recommendations of the Board of Studies of Department of Management Studies and in anticipation of the approval of the Competent Body, has authorized adoption of the Regulations governing the Two-Year MBA-CME Programme attached as Annexure to this notification.


Assistant Registrar
Academic





No.F(Regulations-MBA-CME)Acad/KU/26

Dated:28-04-2026

Copy for information to the:-

1. Dean, Academic Affairs, University of Kashmir, Srinagar;
2. Dean Research, University of Kashmir, Srinagar;
3. Dean, College Development Council, University of Kashmir, Srinagar;
4. Deans of all Schools, University of Kashmir, Srinagar;
5. Heads of all Teaching Departments, University of Kashmir, Srinagar;
6. Directors of various Research Centres/Institutes/Campuses, University of Kashmir, Srinagar;
7. Director, Craft Development Institute, Bagh-i-Ali Mardan, Srinagar;
8. Director, Directorate of Admissions & Competitive Examinations, University of Kashmir, Srinagar;
9. Incharge Director, IT&SS University of Kashmir, Srinagar;
10. Controller of Examinations, University of Kashmir, Srinagar;
11. Special Secretary to Vice-Chancellor for information of the Vice-Chancellor;
12. Asstt.Registrar/ Controller, Registration/ Secrecy/Tabulation/Certificates, University of Kashmir, Srinagar;
13. P.A to Registrar for information of the Registrar;
14. File.



Regulations Governing

Master of Business Administration (Craft Management and Entrepreneurship)

(2-Year Programme)

Under National Education Policy (NEP - 2020)

EFFECTIVE FROM THE ACADEMIC SESSION, 2025



University of Kashmir

Programme run by:

Craft Development Institute (CDI)



[Signature]
Michael KH

[Signature]
Prof. Bachhi Shad

[Signature]
Anand

[Signature]
Dr. Hina Duggi

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Chairman

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Prof. Tariq Ahmad

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DR. UMAR MUFEED
Dr. Shabir H. Hossain
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Dr. Rafi Ahmad

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Dr. Faraz A Shah
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Regulations for Master of Business Administration in Craft Management and Entrepreneurship (MBACME) (2-Year Programmes under NEP-2020)

MBA-CME programme shall be governed by the statutes issued by the University of Kashmir for 2-Year Master's Degree Programmes under NEP-2020. However, MBA-CME programme shall have some special regulations pertaining to admission and mode of selection, fee structure, curriculum credit framework, examination and lateral entry/exit options, which are given hereunder:

1. Nature and Duration:

- i. Subject to the provisions contained in the Act and general policy of the University, MBA CME shall be full time regular programme of 2-Years comprising of four (4) semesters.
- ii. The credit level of 1st and 2nd year MBA-CME, in accordance with the National Credit Framework shall be 6.0 and 6.5 respectively.
- iii. Each academic year shall have two semesters, and each semester shall have at least 15 working weeks of active teaching/learning.
- iv. A candidate admitted to the MBA-CME programme shall be required to earn a minimum of 104 credits to complete the 2 Year programme with shelf life of maximum seven (7) years for each credit earned.
- v. Students from any stream who have completed 3-year UG can seek admission in 2-Year MBA-CME programme on the basis of valid score obtained in Common Management Admission Test (CMAT) conducted by National Testing Agency (NTA).
- vi. The MBA-CME programme shall offer Course Work (CW) in all the semesters of the 2-Year MBA-CME programme (CW+CW). The department shall also offer 2-Year MBA-CME with Course Work in the first 3 semesters and Research in the last semester (CW+R), subject to availability of resources. However, CW+R in the 2-Year MBA-CME shall be offered to only 10% of the students on the basis of merit secured in first 2 semesters.

2. Admission Policy:

- i. Admission to 2-Year MBA-CME under NEP-2020 shall be made on the basis of latest score obtained in Common Management Admission Test (CMAT) conducted by National Testing Agency (NTA), or any other valid score utilized for the admission to Management programmes and specified by the university from time to time.
- ii. Rest of the specifications for admission to MBA-CME shall remain the same as are mentioned in the University Statutes governing the admission to Masters Programmes under NEP-2020.

3. Entry and Exit Policy:

- i. 2 Year MBA-CME under NEP-2020 shall have one exit option after one year, that is, after successful completion of two (2) semesters with a minimum of 50 credits.
- ii. In case a candidate, enrolled for a 2-Year MBA-CME, opts for exit after one year (i.e. after successful completion of two semesters with a minimum of 50 credits), shall be entitled to receive "PG Diploma in Management with Specialization in craft management and Entrepreneurship".
- iii. There shall be one entry or re-entry for candidates in 3rd semester for candidates who



have successfully completed 1st year of MBA-CME programme or 4-year undergraduate honours course in management or commerce or any other 4-year UG degree in the stream of business management having different nomenclature as per the admission policy governing the MBA-CME programme.

- iv. The 2-Year MBA-CME programme have to be completed in a maximum of five (5) years. A candidate availing exit option after completion of two semesters shall have the option to re-enter the programme within three (3) years of exit, at the beginning of the academic year, to complete the degree with the syllabi in vogue. However, in this case the total period for completion of degree shall not exceed seven (7) years including the period between exit and re-entry.

4. Intake Capacity:

- The total intake of the 2-Year MBA-CME under NEP-2020 shall be 30.
- The reservation of the seats will be as per the reservation policy followed by the university.
- The intake for the MBA-CME programme can be changed on the recommendations of the Departmental Committee forwarded by the concerned Head through Dean of the School, for consideration of the competent authority of the University.

5. Fee Structure:

The total fee of MBACME Programme is Rs 60000. for four semesters which shall be paid in four installments of Rs 15000 per semester. Further Fee for the semester needs to be paid in the form of demand draft in favour of Corpus Craft development Institute.

6. Curriculum Credit Framework:

The curriculum for 2-Year MBA-CME for four (4) semesters shall consist of 104 credits. The student shall have to earn 25 credits each in Semesters 1, 2 & 3, out of which core courses comprise 16 credits in each semester and Discipline Centric Elective (DCE) courses, comprise 9 credits in each semester, and 29 credits in Semester 4 out of which core courses comprise 20 credits including 08 credits of "Internship and Training Project" and Discipline Centric Elective (DCE) courses comprise 09 credits for 2-Year MBA under CW+CW mode.

However, in the 2-Year MBA-CME under CW+R mode, the credits to be earned shall remain same as above for the first 3 semesters (i.e., 25 credits each in Semesters 1, 2 and 3) whereas in the 4th semester, the student shall have to earn 29 credits comprising 16 credits for Dissertation, 09 credits for Internship and Training Project, and 4 credits for the Core course namely Working Capital Management.

7. Examination:

Examination of the 2-Year MBA-CME shall be governed by the university statutes issued for the governance of Masters Programme under NEP- 2020, as amended from time to time.

8. Shortage in Attendance and Condonation:

In case of 2-Year MBA-CME, the shortage and condonation rules will be the same as are reflected in the statutes governing the Masters Programme under NEP- 2020 issued by the university.

**9. Evaluation Criteria:****A. Formative Assessment:**

Throughout the 2-Year MBA-CME, the formative assessment comprising 28 marks for Core/4 Credit courses and 21 marks for DCE/3 Credit courses shall be conducted as per the following criteria:

- Assignments/Presentations/Seminars/Practical application/Open Book Examination/Case Study Analysis/ Continuous Assessment and Class Participation shall carry 10 and 7 marks for Core and DCE courses respectively.
- Participation in extension lectures, departmental workshops, seminars, local industrial visits or other academic activities conducted by department during the session shall carry 2 marks. In this context, the list of students who fail to participate in these events shall be submitted by the Placement Officer to the concerned faculty for assigning marks through Head of Department.
- In addition, the Comprehensive Viva shall be conducted by all concerned faculty members at the end of each semester on a date issued by Head of Department. The Head of Department will be chairman of the panel of the examiners and all concerned teachers of the relevant semester will be the members of the viva-voce committee and shall carry 10 and 7 marks for Core and DCE courses respectively.
- Attendance shall carry 6 and 5 marks on the following rubric basis for Core and DCE courses respectively:

<u>Attendance Percentage</u>	<u>Marks (CORE/DCE)</u>
Less than 75%	0 marks
Upto 80%	3/2 marks
Upto 85%	4/3 marks
Upto 90%	5/4 marks
Above 90%	6/5 marks

- It is obligatory for the students to qualify formative assessment in the aggregate in order to be eligible for summative assessment in each course except the shortage cases.

B. Summative Assessment:

Throughout the 2-Year MBA-CME, the summative assessment (Term End Examination) shall carry 72 marks for core/4 credit courses and 54 marks for DCE/3 credit courses.

A candidate shall be required to secure minimum Qualifying Letter Grade "D" or Grade Point 5 (i.e. 40 to <50), as mentioned in the Table 4 of the main statutes governing the Post Graduate Programme as per NEP 2020, in all components of Formative and Summative including Internship and Training Project and Dissertation (under CW+R mode). In other words, the pass percentage in Formative and Summative assessments shall be forty (40) percent separately.

**10. Internship:**

The internship may be undertaken with an established Buying/ Sourcing House, Production Unit/ Industry, Business Agency, Institution/ NGO, Private Entrepreneur related to handicrafts, life style and gift products, allied industry etc.

The students are expected to particularly focus on the following issues, during their internships:

- i. Customer Service Management
- ii. Sourcing & Merchandizing
- iii. New Product Conception
- iv. Production, Planning & Management
- v. Quality Control and Logistics Management
- vi. Export Operations

Given below are suggestive guidelines based over which individual students may be addressed on their respective performance during internship:

- i. Overall and subject specific understanding
- ii. Communication and Professional Ability
- iii. Quality of Documentation of various inputs provided in the semester
- iv. Quality of Final Presentation

The **Internship and Training Project (MBACCIP425)** in **CW+R** mode have 9 credits and shall be evaluated by company supervisor and by external examiner followed by project viva-voce conducted by the panel of experts. The evaluation of Internship and Training Project shall consist of three parts. Firstly, evaluation shall be done by the company supervisor where student is placed and shall have weightage of 03 credits. Secondly, evaluation shall also be done by the external evaluator, to be appointed by the Head, Department of Management Studies, University of Kashmir from the panel and shall have weightage of 03 credits. Lastly, evaluation shall be made by the following panel of experts through Viva-Voce of the students and shall have weightage of 03 credits: However, **Internship and Training Project (MBACCIP425)** in **CW+CW** mode shall have 8 credits where scheme of evaluation is same except evaluation by company supervisor where student is placed and shall have weightage of 2 credits only.

- a) Head, Department of Management Studies as Chairperson
- b) One External Examiner from the panel submitted by Director, CDI and approved by Head, Department of Management Studies.
- c) Two teachers; one from CDI and one from Department of Management Studies (nominated by the Head of the Department).

**11. Dissertation:**

The students of 2-Year MBA-CME have an option to pursue CW+R mode instead of CW+CW, where they shall have three core papers in the 4th Semester namely "Dissertation", "Internship and Training Project" and "Research and Publication Ethics". As enumerated in Clause 10 of the regulations governing the MBA-CME Programme, all students either opted for CW+CW or CW+R shall have to undergo the 6-8 weeks internship in any company/organization of their choice and have to complete the internship project under the guidance of company/organization supervisor. However, in case of students opting for CW+R mode the credits assigned to Internship and Training Project are 0.9 instead of 0.8 in case of CW+CW mode students. The "Research and Publication Ethics" course shall be of 4 credits and syllabi of this course will be the same as is prescribed for students of CW+CW mode.

In addition to these two core courses, all students of CW+R mode are required to complete Dissertation of 16 credits in the 4th semester of the 2-Year MBA-CME. It is pertinent to mention here that CW+R mode is available only to 10 % of the students of 2-Year MBA-CME selected on the basis of merit obtained in the first two semesters of the programme. Under National Education Policy (NEP) 2020, the students are expected to cover a holistic study of the craft sector by integrating the principles of management, entrepreneurship, and innovation with the realities of artisanship and cultural heritage. The dissertation should begin with an introduction that outlines the background of the craft sector, its cultural and socioeconomic significance, and the specific problem area being studied. This part should also state the research objectives, scope, and contribution of the study. A detailed review of literature should then be included to highlight existing research on crafts, entrepreneurship, management practices, market systems, policy interventions, and innovations in the craft economy, while also identifying the research gap that the dissertation aims to address shall emphasize research-based learning, multidisciplinary approaches, and practical application. Through this student are encouraged in rigorous research, potentially to solve real world business, economic, corporate and other industrial sector related problems. The dissertation or project should demonstrate the student's ability to apply theoretical knowledge to practical situation, showcasing their analytical and problem-solving skills. All students will be assigned a faculty supervisor to guide them through research process.

- i. The students are required to follow a clear structured approach while pursuing and completing the dissertation including:

- a. **Title:** The title/topic of the dissertation should be concise and informative and



focused on research problem student is interested to pursue.

- b. **Synopsis:** All the students are required to prepare synopsis/research proposal in consultation with the supervisor allotted to him/her by the department. A detailed research proposal outlining the research question, objectives, methodology and expected outcome should be clearly given in such a proposal. The synopsis/proposal shall be submitted to the department and same shall be placed before the Departmental Research Committee (DRC), wherein the topic of the research will be finalized.
- c. **Introduction:** Background and significance of the research should be clearly narrated in the introductory chapter of the thesis along with the objectives of the research study.
- d. **Literature Review:** Comprehensive review of existing research and literature should be carried out by the student. The research gap should be identified by the student on the basis of the review of literature and a review of literature should be carried out on the basis of standard procedures. The review of literature should be presented by way of separate chapter of the dissertation.
- e. **Material and Methods :** Detailed description of the research approach including research design, data collection, sampling, and analysis methods should be clearly narrated by way of separate chapter in the dissertation.
- f. **Findings/Results and Discussion:** Presentation of the research findings and their contribution to the subject area should be clearly given in the dissertation. Furthermore, interpretation of the findings, discussion on the findings and their significance should form the part of the dissertation.
- g. **Recommendations:** The conclusion and suggestions for the future research or action based on the findings should be enumerated in the dissertation.
- h. **References:** At the end of dissertation, the references should be clearly mentioned in APA style.
- i. **Formatting:** Typically, the dissertation should be presented on A4 size paper, Times Roman font (size 12), one and a half spacing.
- j. **Ethical Consideration:** Adherence to ethical guidelines and obtaining necessary permission, if required, for research involving participants or data is crucial. Moreover, before submission all students are required to check plagiarism of the dissertation and are required to submit similarity index certificate to be obtained from the appropriate authority of the university and in no case a dissertation will be accepted for submission if the similarity index is more than 20



percent.

The dissertation should be well structured document, clearly presenting the research objectives, methodology, findings, analysis and conclusions.

ii. **Evaluation:**

The Dissertation shall be evaluated by supervisor and by external examiner followed by presentation and viva-voce conducted by the panel of experts. The evaluation of dissertation shall consist of three parts. Firstly, evaluation shall be done by the concerned supervisor carrying 100 marks. Secondly, evaluation shall also be done by the external examiner, to be appointed by the Head, Department of Management Studies, University of Kashmir from the panel duly approved by the Hon'ble V.C., having life of two years, and shall carry 200 marks. Lastly evaluation shall be made by the following panel of experts by evaluating the student research during his presentation of research work and Viva-Voce and shall carry 100 marks:

1. Head, Department of Management Studies as Chairperson;
2. One External Examiner from the panel submitted by Director CDI and approved by Head, Department of Management Studies;
3. Two teachers, one from CDI and one from Department of Management Studies (Nominated by Head of the Department);
4. Concerned Supervisor of candidate

12. **Business Study Tour:**

The department shall organize industrial visit outside valley at the end of 2nd semester for the students of 2-Year MBA-CME in order to expose students to grasp practical knowledge of the various craft management concepts being used by various organizations while pursuing their operational activities. The department shall organize local industrial visits during the currency of the programme right from 1st to 4th semesters, as per convenience.