

# University of Mysore

## Programme Project Report (PPR)

### Master of Business Administration (General)

#### *i. Programme's Mission and Objectives*

An MBA Program conducted in the online mode is designed for young men and women already working in the industry, or aspiring for or already in an entrepreneurial venture of their own, or those working in family businesses.

The skills and knowledge gained from this program shall help them contribute to the growth of the business, as professional and qualified managers, entrepreneurs & owners.

#### *ii. Relevance of Program with the University of Mysore's Mission & Goals*

*The programmes mission and objectives are in alignment with the University's mission, vision and goals, as detailed below.*

##### **Vision**

*To aspire to become a world-class University by tapping human resources from all sections of society by offering them opportunities to learn across disciplines, and to build human capital, men and women of character and competence capable of being leaders of tomorrow and solving problems arising out of fast changing realities – global and local.*

##### **Mission**

*Built on a great legacy inherited from our founding fathers, our mission is to create an environment of stimulating intellectual dialogue across disciplines and harvest knowledge with a cutting-edge through high quality teaching, research, and extension activities leading to the generation of students who would provide leadership, vision and direction to society.*

##### **Goal**

*Our goal is to realize this vision by 2025. Our strategy is to develop innovative programmes in basic and emerging disciplines in a phased manner and to update them periodically so as to keep ourselves on track and on time. Our commitment is to involve the faculty and students in interactive learning environment both within and outside the University*

  
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*through contextual and experiential programmes so that they would be builders of a worldwide-network of knowledge-sharing and excel in their performance with a winning edge in the wider context of globalization.*

**iii. Nature of Prospective Target Group of Learners**

This Program is designed to target working individuals who wish to further their professional and academic qualifications, or wish to acquire domain specific knowledge and skills in their chosen profession or industry, in the field of 'management'.

**iv. Appropriateness of Programme to be conducted in Online Learning mode to acquire specific skills and competence**

A management program of this nature is apt for delivery in the online mode, given its practical nature. Its students, who would already be working in the industry, shall benefit from putting into practice their learning's on an ongoing basis, and shall be able to recognize aspects and applicability of their studies in their everyday work life.

**v. Instructional Design**

**a. Curriculum Design**

As per University Curriculum in place for campus programs.

**b. For Online Mode:**

**E-Learning Materials Quality Standard:**

The online courses should comply with the following Quality standards, namely:-

(i)\_The courses should follow the following four quadrant approach, as per the SWAYAM Guidelines:-

**(i) Quadrant-I is e-Tutorial;** which shall contain: Video and Audio Content in an organized form, Animation, Simulations, video demonstrations, Virtual Labs, etc, along with the transcription of the video.

**(ii) Quadrant-II is e-Content;** which shall contain; self-instructional material (digital Self Learning Material), e-Books, illustrations, case studies, presentations etc, and also contain Web Resources such as further references, Related Links, Open source Content on Internet, Video, Case Studies, books including e-books, research papers and journals, Anecdotal information, Historical development of the subject, Articles, etc.

**(iii) Quadrant-III is the Discussion forum;** for raising of doubts and clarifying the same on real time basis by the Course Coordinator or his team.

**(iv) Quadrant-IV is Assessment;** which shall contain; Problems and Solutions, which could be in the form of Multiple Choice Questions, Fill in the blanks, Matching Questions, Short Answer Questions, Long Answer Questions, Quizzes, Assignments and solutions, Discussion forum topics and setting up the FAQs, Clarifications on general misconceptions.

**c. Duration of the Program**

As per University duration policy for on campus programs ,in conjunction with the UGC regulation in place.

**d. Faculty and Support Staff Requirement**

As per UGC Regulations

**e. Instructional Delivery Mechanisms**

Courses to be delivered in an 'online' mode with learning material in the form of E-SLM's, and Self Assessments being available for the students. Additionally, virtual live lectures and recorded lecture sessions to be provided as per a fixed schedule towards the end of each term.

**f. Student Support Systems**

As per the syllabus / curriculum, no laboratory support required. Library resources can be accessed online.

**g. Syllabi**

As per University Syllabus for on campus programs.

**Minimum Credits Required for MBA Degree**

I to IV Semesters	Core Course (C)		Foundation Course (F)		Elective Course (E)		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits	Numbers	Credits
	14	52	4	12	8	25	26	89

**Minimum Credits to be registered by as student in a normal phase to successfully complete MBA degree in four semesters.**

Semesters	Core Course (C)		Foundation Course (F)		Elective Course (E)		Total	
	Numbers	Credits	Numbers	Credits	Numbers	Credits	Numbers	Credits
I	5	19	2	6			7	25
II	5	19	2	6			7	25
III	3	10			3	9	6	19
IV	1	4			5	16	5	20
<b>Total</b>	<b>14</b>	<b>52</b>	<b>4</b>	<b>12</b>	<b>8</b>	<b>25</b>	<b>26</b>	<b>89</b>

\*Any two foundation courses from the available foundation courses shall be selected by a student at the commencement of I and II semesters. The Department Council/ Affiliated College will announce at the beginning of the first and second semesters, any two or more foundation courses which will be offered during I and II semesters depending upon the availability of faculty and the demand of the foundation courses. The minimum number of students opting for a foundation course should be twenty.

#### Course List

Term	Course	C/F/E	Credits
I	Management Concepts and Theories	C	3
I	Organizational Behaviour	C	4
I	Management Accounting	C	4
I	Statistics for Management	C	4
I	Managerial Economics	C	4
I	Managerial Communication	F	3
I	Business, Government and Society	F	3
I	Computer Applications in Management	F	3
II	Marketing Management	C	4
II	Human Resource Management	C	4
II	Corporate Finance	C	4
II	Business Research Methods	C	4
II	Operations Management	C	3

II	Legal Aspects of Business	F	3
II	Management Information Systems	F	3
II	Operations Research	F	3
II	Global Business Environment	F	3
III	Project Management	C	4
III	Entrepreneurship and Small Business	C	4
III	Elective- I	E	3
III	Elective- II	E	3
III	Elective- III	E	3
III	Business Familiarization Report	C	2
IV	Strategic Management	C	4
IV	Elective- I	E	3
IV	Elective- II	E	3
IV	Elective- III	E	3
IV	Elective- IV	E	3
IV	Project Work	C	4
	<b>Total</b>		<b>89</b>

### Choice of Electives - Focus Areas in the Specialization

#### Choice of Electives -

Elective	Course Name	Specialization
Elective- I	Consumer Behaviour and Marketing	Marketing
Elective- I	Sales and Logistics Management	Marketing
Elective- I	Advertising and Sales Promotion	Marketing
Elective- II	Advanced Corporate Finance	Finance
Elective- II	Financial Markets and Institutions	Finance
Elective- II	Portfolio Management	Finance

Elective- III	Human Resource Development	Human Resource
Elective- III	Organizational Change and Development	Human Resource
Elective- III	Training and Development	Human Resource
Elective- IV	International Economics	International Business
Elective- IV	India and WTO	International Business
Elective- IV	Export Import Procedures & Documentation	International Business
Elective- V	System Analysis and Design	Information Systems
Elective- V	Software Engineering Management	Information Systems
Elective- V	Data Management Techniques	Information Systems
Elective- VI	Supply Chain Management	Retail & Supply Chain Management
Elective- VI	Operations Strategy	Retail & Supply Chain Management
Elective- VI	Services & Retail Marketing	Retail & Supply Chain Management
Elective- I	Product & Brand Management	Marketing
Elective- I	Business Marketing Management	Marketing
Elective- I	Services Marketing	Marketing
Elective- I	Strategic Financial Management	Marketing
Elective- II	Derivatives	Finance
Elective- II	International Financial Management	Finance
Elective- II	Corporate Taxation	Finance
Elective- II	Portfolio Management	Finance
Elective- III	Strategic Human Resource Management	Human Resource
Elective- III	Labour Legislation	Human Resource
Elective- III	Industrial Relations and Collective Bargaining	Human Resource
Elective- III	Knowledge Management	Human Resource
Elective- IV	India's Foreign Trade	International Business
Elective- IV	International Trade Policy	International Business
Elective- IV	International Financial Management	International Business
Elective- IV	International Marketing	International Business
Elective- V	Enterprise Resource Planning and Business Process Re-Engineering	Information Systems

**vi. Procedure for admissions, curriculum transaction and evaluation**

**a. Admission Policy**

Admissions to be conducted twice a year (January and July), and as per common regulation for online programs already in place and in effect at the time, in conjunction with UGC Regulations.

**b. Minimum Eligibility**

As per common regulation for online programs already in place and in effect at the time, in conjunction with UGC Regulations.

**c. Fee Structure**

As per fee structure in place for online programs, and as decided by fee committee from time to time.

**d. Programme Delivery Methodology**

Courses to be delivered under the 'online' mode of learning, with students being provided Self learning material in eBook format, along with access to online Self Assessment tools. Contact Programs Sessions to be conducted online once per semester.

**e. Web Based Tools**

A Web based Portal which shall allow the student access to the following

- Admission & Enrolment Details
- Fee Details and Online Fee Payment Gateway
- Prospectus, Regulations & Syllabus
- Notifications (Admissions, fees, examinations etc)
- Course List, with completion status and scores / results
- E-Book's of SLM's.
- Self Assessment Tests (unscored)
- Continuous Assessments - CA1 & CA2
- Online PCP Lectures (Recorded or via Virtual Classroom session) as conducted each semester.
- Online Learners forum, for student to student interaction.
- Online Copy of the Grade sheet.
- Access to online support in the form of web chat, ticketed email support etc.



**f. Evaluation Methodology – Tools & Methods**

Internal Assessment marks to comprise the results of Continuous Assessment Tests (C1 & C2) over the duration of the Semester/Term towards 30% of the final marks, whereas the End Term Assessment, conducted at Examination centres (as per DEB Regulations) to comprise of the remaining 70%.

End Term Exam Regulations to be as per regulations governing on campus programs.

Being an online program, there shall be no provision or requirement to repeat or drop a year within the program.

**vii. Requirement of the laboratory support and Library Resources**

As per the syllabus / curriculum, no laboratory support required. Library resources can be accessed online.

**viii. Cost Estimate of the Programme and the provisions**

Upon receipt of approval from the UGC, the Finance Committee may set aside budgetary provisions towards Programme Development, Programme Delivery, Programme Maintenance. Once the programs are operational, fee receipts from the program may be used to cover the same, as per the guidance of the Syndicate and Finance Committee.

**ix. Quality Assurance mechanism and expected programme outcomes**

The expected outcome from these programs is a measureable increase in the skills and knowledge of the student in his/her area of study, and that increase should be reflected in a proportional increase in available job opportunities / role or profile changes in his or her current job or industry, and a change / increment in earning capability.

A Centre for Internal Quality Assurance shall be setup within 1 year of the launch of these programs (as per UGC requirements). The CIQA, working in collaboration with the Department, shall put in place a continuous quality measurement and improvement framework, using both student – teacher feedback, and outcome measurement on data gathered from students during and after completion of their programs via surveys. The findings, action taken report and results shall be published and made available via the CIQA each year in the form of a report.

  
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