

Suresh Gyan Vihar University

Program Project Report: Two Year Post Graduate Degree Course in “Master of Business Administration” (M.B.A.)

Category: Both

a. Open and Distance Learning (ODL)

b. Online Learning

1. (a). Program’s Mission and Objectives:

The program’s mission is to impart, train and transform a student completely for high calibre competence through latest concepts and technology and equip the students as per the demands of the industry.

The programme aims to achieve the following objectives

- i. To provide an opportunity to get a M.B.A. degree to those who find it difficult or even impossible to pursue regular M.B.A. course at a University either due to their job commitments or certain other circumstances.
- ii. To help the learners, study at their own pace, from their own chosen place.
- iii. To provide adequate basic understanding about business and commerce among the students.
- iv. To develop skills in matters related to commerce and management.
- v. To create an additional avenue of self-employment and also to benefit various financial/commercial/business institutions by providing them with suitable qualified persons.
- vi. To develop Information Technology skills in the students, which now a days is essential in business and commerce.

(b). Relevance of the program with HEI’s mission and Goals:

Suresh Gyan Vihar University (SGVU) was established in 2008 with a vision "To create an Institution with a different perspective : Innovative research-driven academic programmes; engaging & retaining outstanding faculty; providing world- class, yet affordable, education in

various areas of study, and thus to develop highly qualified and globally competitive professional experts capable of understanding the challenges of rapidly changing world and contributing to the evolution of society based on human values and peaceful co-existence." This is highly relevant to the HEI's mission and goals as it aims to provide quality education to those aspiring candidates who are deprived of higher education due to the limited number of intake in the conventional mode of education in the Universities.

Moreover, to keep the quality intact the curriculum and syllabus has been designed at par with the conventional mode keeping in mind the specific needs and acceptability of the learners in the distance mode along with online mode and in keeping with the aims and objectives of the University.

(c). Nature of prospective target group of learners : The curriculum of M.B.A.. is designed in such a way that it helps the students to become not only more employable but also encourage them to become entrepreneurs. Primarily the target group of learners will be :

- those deprived of admission in the regular mode due to limited intake capacity.
- those employed in various organizations who desire to pursue higher education as a passion or as a means for movement up the promotional ladder.
- drop outs primarily due to social , financial and economic compulsions as well as demographic reasons.
- population of any age and those living in remote areas where higher education institutes are not easily accessible.

(d). Appropriateness of the program to be conducted in the Open and Distance learning mode along with Online Mode for acquiring specific skills and competence-

The degree would be of most value to students for employment as a professional in industry, business house, finance or the civil service, but it is also valued by employers for other occupations where a demonstrated ability for logical and quantitative reasoning is desired (e.g. accountancy, banking or general managerial post) .

(e). Instructional Delivery Mechanism:

- i. Curriculum Design:** The curriculum is designed by a committee comprising experts from the parent department of the SGVU and Industry experts, keeping in view the needs of the diverse groups of learners. The same is developed as per the four quadrant approach of UGC.
- ii. Detailed Syllabus:** As per the Under graduate course offered in the regular mode by Suresh Gyan Vihar University.
- iii. Duration of the Program:** Minimum 2 years. Nevertheless, the students would have to complete the program as per UGC guidelines.
- iv. Student Support Service:**
 - (a) Students can avail all the information through our website Website: www.sgvu.edu.in
 - (b) Learning Management System (L.M.S.): **SGVU** has a dedicated dynamic LMS for students where they can get all access to its study material, programmes, up-coming events, examination results etc.

The learning resources for each course / subject is as per the four-quadrant approach of the UGC norms.

Quadrant	Quadrant Type	Learning Resource Type	Type	Delivery Format
1	E – Tutorial	Tutorials: Recorded Videos	Chapter Level	MP4 (Audio Video Content)
		Animation / Gamified Module	Chapter Level	SCORM File
		Simulated Case Study	Subject Level	SCORM File
2	e-Content	E-book	Chapter Level	PDF/ Notes
		Study Guide	Chapter Level	PPT / Bullet Notes

		Web Resources	Chapter Level	Articles and Reference Videos from Swayam, NPTEL and other platforms
3	Discussion Forum	Discussion Forum	Chapter Level	Real Time Technology
		Synchronous Interactive Sessions – Live Sessions	Chapter Level	Real Time Technology
4	Assessment	FAQ	Chapter Level	Excel Based System Upload for Objective Assessment and Document Upload for Subjective questions in assessment in form of Assignments
		MisConception	Chapter Level	
		Practice Assignment	Chapter Level	

The students would get the following learning resources for every course /subject:

- Self-Learning Material
- E-Books
- Study Guide
- Practice Test through LMS – Gamified Module
- Audio / Video Component in Learning Management System - Tutorials
- Reference Material – Web Resources for research purpose
- Simulated Case Study
- FAQ and Misconceptions for each course/subject
- Self-Assessment Question (Essay Questions)
- Discussion Forums through LMS
- Live Interactive Synchronous Sessions would be conducted through the Learning Management System
- Assignments (MCQ based and Essay type submitted through Assignment Response Sheet with Plagiarism check provision)
- Project Guidelines
- Our State of art library, “The House of Wisdom” and additional obtainable amenities for education in distance mode shall be made available to distance learners also. Further, in order to successfully execute the programme, the provision for online access to various web based resources have been provided for research purpose for student in Online Mode.

Student Support:

Students would have the access to connect with university team for support services in case of any queries during the learning process. A ticketing system integrated on the university website would help the learner to connect with the university team for support services. A help desk for students would help the students to call / email and connect with our support team or communicate through ticketing system.

- v. **Staff** : Apart from other staff members for the department One Program Co-ordinator, Course Co-ordinator for each course and one mentor for every 250 students would be deployed for the said program.
- vi. **Media** : Print, Audio/Video, Online & Student Support System.
- vii. **MBA Program Structure and Credits Mapping:**

Semester	Course Code	Paper	Credit	Contact Hours in ODL	Marks		
					Internal	External	Total
1	DBM 501	– Modern Business Organisation & Management	6	18	30	70	100
1	DBM 502	– Global Business Environment & Economics	6	18	30	70	100
1	DBM 503	– Accounting & Financial Management	6	18	30	70	100
1	DBM 504	– HR & OB	6	18	30	70	100
1	DBM 505	– Business & Corporate Law	6	18	30	70	100
2	DBM 506	– Business Research Methodology	6	18	30	70	100
2	DBM 507	– Modern Marketing Management	6	18	30	70	100
2	DBM 508	– Production, Operations & SCM	6	18	30	70	100
2	DBM 509	– Business Communications Skills	6	18	30	70	100
2	DBM 510	– Information Technology for Business	6	18	30	70	100

Elective - Human Resource Management Semester III					Marks		
S. No	Course Code	Paper	Credit	Contact Hours in ODL	Internal	External	Total
1	HRM 611	– Business Policies & Strategic Management	6	18	30	70	100
2	HRM 612	– Entrepreneurship & Innovation Management	6	18	30	70	100
3	HRM 613	– Human Resource Management	6	18	30	70	100

4	HRM 614	–	Human Resource Development & Industrial Relations	6	18	30	70	100
5	HRM 615	–	Team Building and Leadership	6	18	30	70	100

**Elective - Human Resource
Management Semester IV**

					Marks			
S. No	Course Code		Paper	Credit	Contact Hours in ODL	Internal	External	Total
1	HRM 616	–	Business Ethics & Corporate Governance	6	18	30	70	100
2	HRM 617	–	Strategic HRM	6	18	30	70	100
3	HRM 618	–	Training & Development	6	18	30	70	100
4	HRM 619	–	Leadership and Global Business Management	6	18	30	70	100
5	HRM 620	–	Project	8	24	30	70	100

**Elective - Marketing
Management Semester III**

					Marks			
S. No	Course Code		Paper	Credit	Contact Hours in ODL	Internal	External	Total
1	MM 621	–	Business Policies & Strategic Management	6	18	30	70	100
2	MM 622	–	Entrepreneurship & Innovation Management	6	18	30	70	100
3	MM 623	–	Fundamentals of Advertising	6	18	30	70	100
4	MM 624	–	Consumer Behaviour	6	18	30	70	100
5	MM 625	–	Team Building and Leadership	6	18	30	70	100

**Elective - Marketing
Management Semester IV**

					Marks			
S. No	Course Code		Paper	Credit	Contact Hours in ODL	Internal	External	Total
1	MM 626	–	Business Ethics & Corporate Governance	6	18	30	70	100
2	MM	–	Strategic Marketing	6	18	30	70	100

	627		Management					
3	MM 628	-	International Marketing Strategy	6	18	30	70	100
4	MM 629	-	Fundamentals of Global Business Management	6	18	30	70	100
5	MM 630	-	Project	8	24	30	70	100

Elective - Finance Management Semester III					Marks			
S. No	Course Code		Paper	Credit	Contact Hours ODL	Internal	External	Total
1	FMM 681	-	Business Policies & Strategic Management	6	18	30	70	100
2	FMM 682	-	Entrepreneurship & Innovation Management	6	18	30	70	100
3	FMM 683	-	Essentials of Business Finance	6	18	30	70	100
4	FMM 684	-	Financial Planning & Analysis	6	18	30	70	100
5	FMM 685	-	Team Building and Leadership	6	18	30	70	100

Elective - Finance Management Semester IV					Marks			
S. No	Course Code		Paper	Credit	Contact Hours ODL	Internal	External	Total
1	FMM 686	-	Business Ethics & Corporate Governance	6	18	30	70	100
2	FMM 687	-	Analysis of Financial Statements	6	18	30	70	100
3	FMM 688	-	Cost Accounting & Control	6	18	30	70	100
4	FMM 689	-	International Finance	6	18	30	70	100
5	FMM 690	-	Project	8	24	30	70	100

Elective - Operation & Production Management Semester III					Marks			
S. No	Course Code		Paper	Credit	Contact Hours	Internal	External	Total

				ODL			
1	OPM 691	- Business Policies & Strategic Management	6	18	30	70	100
2	OPM 692	- Entrepreneurship & Innovation Management	6	18	30	70	100
3	OPM 693	- Inventory & Purchase Management	6	18	30	70	100
4	OPM 694	- World Class Manufacturing	6	18	30	70	100
5	OPM 695	- Operations Planning & Control	6	18	30	70	100

Elective - Operation &
Production Management
Semester IV

					Marks		
S. No	Course Code	Paper	Credit	Contact Hours ODL	Internal	External	Total
1	OPM 696	- Business Ethics & Corporate Governance	6	18	30	70	100
2	OPM 697	- Global Logistics and Supply Chain Management	6	18	30	70	100
3	OPM 698	- Supply Chain Management	6	18	30	70	100
4	OPM 699	- Project Management	6	18	30	70	100
5	OPM 700	- Project	8	24	30	70	100

Elective - Information
Technology Semester III

					Marks		
S. No	Course Code	Paper	Credit	Contact Hours ODL	Internal	External	Total
1	INT – 771	Business Policies & Strategic Management	6	18	30	70	100
2	INT – 772	Entrepreneurship & Innovation Management	6	18	30	70	100
3	INT – 773	Management Information Systems and Business Intelligence	6	18	30	70	100
4	INT – 774	Database Management System	6	18	30	70	100
5	INT – 775	System Analysis and Design	6	18	30	70	100

Elective - Information
Technology Semester IV

					Marks		
S. No	Course Code	Paper	Credit	Contact Hours ODL	Internal	External	Total
1	INT – 776	Business Ethics & Corporate Governance	6	18	30	70	100
2	INT – 777	Networking Concepts	6	18	30	70	100
3	INT – 778	Enterprise Resource Planning	6	18	30	70	100
4	INT – 779	E-Commerce	6	18	30	70	100
5	INT – 780	Project	8	24	30	70	100

Elective - Healthcare
Management Semester III

					Marks		
S. No	Course Code	Paper	Credit	Contact Hours ODL	Internal	External	Total
1	HPM – 811	Business Policies & Strategic Management	6	18	30	70	100
2	HPM – 812	Entrepreneurship & Innovation Management	6	18	30	70	100
3	HPM – 813	Hospital Planning and Management	6	18	30	70	100
4	HPM – 814	Hospital services quality Management	6	18	30	70	100
5	HPM – 815	Personal Care Management	6	18	30	70	100

Elective - Healthcare
Management Semester IV

					Marks		
S. No	Course Code	Paper	Credit	Contact Hours ODL	Internal	External	Total
1	HPM – 816	Business Ethics & Corporate Governance	6	18	30	70	100
2	HPM – 817	Strategic Hospital Management	6	18	30	70	100
3	HPM – 818	Occupational Stress Management	6	18	30	70	100
4	HPM – 819	Industrial Health and Safety Management	6	18	30	70	100
5	HPM – 820	Project	8	24	30	70	100

Course delivery in case of Online Mode would be as per UGC norms.

(f). Procedure for Admissions, Curriculum Transaction and Evaluation-:

The minimum eligibility for M.B.A. program is Graduation / Post Graduation from a Recognized University in any stream.

Students would need to complete the aadhar authentication process through web portal and submit the web application form along with all documents online; for verification and admission purpose.

Students would pay the fees through Online Payment Gateway through the web portal.

Post verification of documents the student would be provided with enrolment numbers. Admission Cycle and timelines as per UGC norms.

The curriculum is delivered through the Printed Self Learning Materials (SLMs) supported by various learning resources including audio-video aids through learning management system (as per four quadrant approach) along with the online contact hours with discussion forums and synchronous live interactive sessions conducted through LMS as per the UGC norms UGC norms for course delivery.

The evaluation and assessment of the admitted students to this program would be conducted based on their assignments (continuous evaluation) and performance in the end semester examination.

Weightage for Continuous Evaluation – 30%

- Two assignments as part of continuous evaluation are required to be submitted by students. This is Aadhar based Authentication process wherein students need to validate before appearing for continuous evaluation. The subjective continuous assessments would have a plagiarism tool in LMS through which students need to submit their response sheet and only content with 10% similarity would be accepted for evaluation.

Weightage for Semester End Examination – 70%

- Semester end examinations are mix of subjective type and objective type of questions which students need to attempt.

Provision for Online Remote Proctored Assessments is done for Students opting for Online Programs along with all security features which includes image capturing of students during exams, navigation control for exam screen during exam apart from online proctor monitoring. Students from Rajasthan (under ODL mode) would give their exams from university campus.

Projects: Project Work in the last Semester. Students shall be required to undergo one project by choosing a real-life problem from the Industry based on the chosen elective by the student.

Passing per subject:

For PG Program average of (Continuous and Semester End) would be 46% per subject

Grading system would be as per ongoing University practice as per the UGC norms.

Course Fee for ODL:

Fees in Lump Sum – Rs. 84,500/-

Fees in Instalment – Rs. 98,947/-

Course Fee for Online Program:

Fees in Installment – Rs. 1,24,500/-

(g). **Requirement of laboratory support and Library Resources:** The Students have access to 4 well – equipped Computer Labs, each Lab housing top-of-the-line Computer systems.

The Central Library, christened as “House of Wisdom” has over 1.5 Lac. square feet plinth area stretched in four floors. It has escalator and elevator facilities for Library users. The Library has over 4 Million Print and E-Resources with subscription of DELNET, N-LIST and World eBook Library.

It's the only Library with an Android Application of its own available on Google Play Store by the name "House of Wisdom". It is completely digitized with KOHA. Approximately 500 users visit the Library per day

(h).. **Cost Estimate of the Program & the Provision:** The Estimate of Cost & Budget could be as follows (all figures on Annual basis) :

- i. Salaries : Rs. 30,00,000/- (Approx)
- ii. Travel : Rs. 30,000/- (Approx)
- iii. Seminars : Rs. 40,000/- (Approx)
- iv. SLM Preparation, Printing, Distribution : Rs. 3,00,000/- (Approx)
- v. Library : 1,25,000/- (Approx)
- vi. Courier/Transportation : Rs. 50,000/- (Approx)
- vii. Infrastructure : Rs. 1,50,000/- (Approx)
- viii. Computer Labs & Leased Line : Rs. 1,00,000/- (Approx)

(i). **Quality assurance Mechanism and expected program outcome:**

The university has its established IQAC, which is responsible for assessing and monitoring the quality of the all the courses through monitoring, mentoring. The Quality Assurance Cell includes the Deans of the different Faculty, Nominated Heads of the concerned departments. Student feedback mechanism through our support system and interaction with students would enable us to take corrective measures during the learning process.

The program should equip the learners to effectively handle the corporate dynamism and professionally grow ahead in their career.