

PANDIT SUNDARLAL SHARMA (OPEN) UNIVERSITY CHHATTISGARH
PROGRAMME PROJECT REPORT (PPR)

MASTER OF BUSINESS ADMINISTRATION (MBA)

I. Programme's Mission & Objectives

This programme aims:

- To equip learners with an in-depth understanding of the required theoretical, conceptual, intra personal and inter-personal skills necessary for a career in management.
- To inculcate a sense of social purpose and ethics that will permeate their decision making.
- To encourage and help in development of entrepreneurial and leadership capabilities.
- To nurture standards of professional excellence based on integrity, honesty, and fairness.

II. Relevance of the program with HEI's Mission and Goals:

The programme has been sculpted to address the changes that are taking place in corporate world and society at large. The programme intends to meet the growing demand of entrepreneurs, business leaders and effective managers who can face the challenges resulting from cut-throat competition. The programme shall contribute in disseminating business knowledge and management skills through distance learning with introduction of flexible and innovative methods of education to ensure 'independent learning'. The programme intends to enhance professional and managerial competence of the aspirants, refine their managerial skills, and capabilities so that they can self—employment, and other employment opportunities with the motto of appropriate service to the state, nation and entire humanity. The programme shall serve as seedbed in nurturing corporate or business excellence at the workplace. The programme also intends to equip fresh graduates and post graduates with appropriate managerial skills appropriate to the sector where they will join. Thus, the Programme has been fulfilling the University's objective to provide professional education to the distant learners of Chhattisgarh.

III. Nature of prospective target group of learners:

The programme shall also be useful for the professionals who want to advance and improve in their current job profile. Further, the programme is also for young aspirants who wish to enhance their professional skills with a sound management qualification.

Accordingly, the target learners of the programme are;

- Graduates
- Government Employees
- Businessmen
- Budding Entrepreneurs
- Early-and mid-career professionals working in Chhattisgarh
- Professionals serving in Banking and Finance Sectors.
- Marketing Executives

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- HR Personnel

IV. Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:

The programme has been designed strictly in accordance with the norms and standards specified for management education. The programme provides conceptual understanding of business administration, managerial skills, research skills, and information technology, industrial and global trends, thereby equipping the learners with tools and techniques to lead and manage in today's ever-changing business environment. Adequate attention is also being paid to the application of knowledge, self-awareness among learners coupled with development of problem solving, and decision-making skills. The appropriateness of the MBA programme offered in the ODL mode is ensured in terms of curriculum design, eligibility criteria, admission procedures, duration, evaluation, project work etc. Because of its inherent flexibility in terms of entry, method, pace and place of learning, methods of evaluation, the MBA Programme in ODL mode is suitable for the early, and mid-career professionals working in Chhattisgarh. The programme by the Faculty is useful and geared to fulfil the identified gaps in the corporate and business world.

The learning upshots of this qualification can be classified in the following four categories;

- Knowledge and understanding
- Cognitive skills
- Practical and professional skills
- Key skills

V. Instructional Design:

- Duration and Credit:** This programme has a duration of four semesters/ two years although learner may complete the programme gradually within a maximum period of four years. The programme has weightage of 80 credits. In this programme the Learners have to study 5 Courses in each semester or 10 Course in a year. There will be Project and Viva- voce in the fourth semester or second year of the study which will comprise of 8 credit course. Contact sessions for every course will be arranged at the study centre where the Learners can solve their difficulties.
- Medium:** The course material for MBA programme will be in English language. However, Learners can opt for both English and Hindi language for answering the questions in the examination.
- Course Structure:**

YEAR-1/ SEMESTER-1 (5 COURSES)

COURSE CODE	COURSE TITLE	CREDIT
MBA-01	Principles of Management	4
MBA-02	Accounting for Managers	4
MBA-03	Managerial Economics	4
MBA-04	Organisational Behaviour	4
MBA- 05	Marketing Management	4

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YEAR-1/ SEMESTER-2 (5 COURSES)

COURSE CODE	COURSE TITLE	CREDIT
MBA-06	Human Resource Management	4
MBA-07	Financial Management	4
MBA-08	Research Methodology	4
MBA-09	Business Environment	4
MBA-10	Quantitative Techniques in Management/ IT and MIS	4

YEAR-2/ SEMESTER-3 (5 COURSES)

COURSE CODE	COURSE TITLE	CREDIT
MBA-11	Business Policy and Strategic Management	4
MBA-12	Entrepreneurship Development	4
MBA-13	Business Ethics and Corporate Governance	4

COURSE CODE	COURSE TITLE (ANY TWO FROM ONE CODE FOR SPECILIZATION)	CREDIT
MM-14	Advertising and Sales Promotion	4
MM-15	Consumer Behaviour	4
HR-14	Human Resource Planning	4
HR-15	Organisational Changes and Development	4
FN-14	Indian Financial System	4
FN-15	Project Finance	4

YEAR-2/ SEMESTER-4 (4 COURSES)

COURSE CODE	COURSE TITLE	CREDIT
MBA-16	Project Viva Voce	8

ANY THREE COURSE SELECTION FROM THE SPECIALIZATION

SPECILIZATION: MARKETING

COURSE CODE	COURSE TITLE	CREDIT
MM-17	International Marketing	4
MM-18	Service Marketing	4

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MM-19	Rural Marketing	4
MM-20	Sales and Distribution Management	4
MM-21	Brand Management	4

SPECILIZATION: HUMAN RESOURCE MANAGEMENT

COURSE CODE	COURSE TITLE	CREDIT
HR-17	Strategic Human Resource Management	4
HR-18	Industrial Relations	4
HR-19	Compensation Management	4
HR-20	International Human Resource Management	4
HR-21	Management of Training and Development	4

SPECILIZATION: FINANCE

COURSE CODE	COURSE TITLE	CREDIT
FN-17	Security Analysis and Portfolio Management	4
FN-18	International Finance	4
FN-19	Working Capital Management	4
FN-20	Management of Financial Services	4
FN-21	Micro Finance	4

VI. Procedure for admission, curriculum delivery and evaluation:

- i. **Procedure of Admission:** The admission for this programme will be on yearly basis (or as decided by the University from time to time). All the admissions for the Programme will be done through online mode. Applications will be invited by the University with in stipulated time period where Learners have to apply for the same with all their testimonials and required fees. For admission into the MBA programme an Entrance Test/ Written Test may be conducted and admissions will be allowed on the basis of entrance test or as decided by the BOS/University from time to time. The minimum eligibility for admission into this programme for the candidates is having passed Graduate level examination of Chhattisgarh state or any other equivalent examination of a Board or University recognized by Pandit Sundarlal Sharma (Open) University Chhattisgarh.
- ii. **Curriculum Transaction:** For successful completion of the proposed programme, a candidate has to obtain minimum passing mark in each of the subjects as specified in the University ordinance no. 1 Part- C (1) and will have to submit a project report prepared under the guidelines of the project supervisor. Degree will be awarded on the basis of

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aggregate marks obtained in both first and second year of study. Passing in all the years will be an essential criterion for the award of degree.

iii. **Evaluation Pattern:** The pattern of evaluation for each course for first and second year of MBA programme will have following three components: (a) Continuous Assessment through TMA (b) Project Work/Viva-Voce (c) Term End Examination (TEE)

- **Continuous Assessment through Tutor Mark Assignment:** For each course in every year the Learners performance will be continuously evaluated. Continuous assessment schedule and evaluation will be done by the Study Centre which will be monitored by the department concern. The Learners have to submit Tutor Mark Assignment (TMA) carrying 30 marks before the Term end examination (TEE) which will be the base of evaluation.
- **Project Work/ Viva Voce:** Evaluation of this component will be based on project work submitted by the Learners with viva-voce. Viva-voce will be conducted in the presence of an external examiner.
- **Term End Examination (TEE):** Term End Examination (TEE) will be conducted at the end of the learning period through an examination as like other universities. Term End examination (TEE) of each course will be of 70 marks and will be on subjective mode. The questions in the examination will comprise of very short type answer, brief answers and long type answers. The structure of the examination is as under:

Section	Total No. Of Questions	Type of Questions	Marks
A	8 (All Compulsory Questions)	Objective Type	1X8=8
B	6 (4 Should be answered)	Very Short Type	2.5X 4=10
C	4 (3 Should be answered)	Short Type	5X3=15
D	4 (2 Should be answered)	Semi Long Type	10X2=20
E	2 (1 Should be answered)	Long Type	17X1=17
TOTAL	24 (18 Should be answered)		70 Marks

- **University Fee Structure:** The fee structure of the BBA programme is as under:

Details of University Fee (In Rupees)

Particulars	Year I	Year II	Total
Yearly Fees	24000	24000	48000

VII. **Requirements of the laboratory support and Library Resources:** Laboratory is not required as a part of this Curriculum. Resources in the form of reference books and Journals will be made available to the Learners in the University Central library, which they can access for gaining knowledge and conceptual clarity.

VIII. **Cost estimate of the programme and the provisions:**

For the design, development delivery and maintenance of the programme the fund will be as per the budget allocated by the University in its Annual Budget session.

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IX. Quality assurance mechanism and expected programme outcomes:

The Department reviews its programme time to time through its expert committee and Board of Studies' meetings to enhance the standard of its curriculum and instructional design. The Board of Studies and Expert Committee comprise of renowned academicians and practitioners who design, review and update the course curriculum and the study material accordingly.

MBA graduates are expected to communicate effectively and professionally and to demonstrate the ability to create written and oral statements for diverse audience, demonstrate the ability to identify and evaluate relevant information for decision making and make use of thinking skills to assess the information and solve problems in uncertain environments. It also enables them to demonstrate effectively practicing of overall functional business knowledge and ability to identify and interpret essential business concepts, principles and skills.

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