

**MANGALAYATAN UNIVERSITY,
ALIGARH**

**DIRECTORATE OF DISTANCE AND
ONLINE EDUCATION**



PROGRAMME PROJECT REPORT

**MASTER OF BUSINESS ADMINISTRATION
MBA**

2023-24

Introduction

Masters in Business Administration (MBA) through online mode is a highly valued post graduate degree designed specifically while keeping in mind to focus the essential skills required for careers in businesses, establishing ventures, imbibing entrepreneurial skills and managing organizations across globe. With the help of this program, the University teachers and real time projects in close alignment with holistic learning approach help the students to define their hidden personality traits and develops managerial style that transforms students into a variety of strategic thinkers, future leaders, economists and entrepreneurs.

OL-MBA program helps students to expand their knowledge of management theories and allows the student to specialise in their chosen sector(s). The students are motivated to expand and swim in vast networking opportunities provided during the tenure of the course that further enhances their own prospects. This program helps students to become a change agent, ready to tackle a range of business issues and develop innovative solutions for the benefit of their own career.

A. Programme's Mission and Objectives

Mission

To develop reached and unreached students into a new generation of leaders through updated quality education and carrier assistance by open and distance learning.

Objectives

The OL- MBA program of Mangalayatan University is designed after acknowledging essential quality inputs received from Students, Alumni, Parents, Academicians/Teachers and also incorporating the contribution of Industries' demands which enable a learner to get out of their comfort zones and make them understand how to deal with the latest domestic and international business issues. The Program uses latest management techniques to solve/rectify strategic problems effectively and efficiently. The OL- MBA programme will help students in acquiring specialised knowledge for quality business management practise in globalised India.

B. Relevance of the Program with HEI's Mission and Goals

The vision and mission of HEI, Mangalayatan University, Aligarh are:

Vision

To be an institution where the most formative years of a young mind are spent in the guided pursuit of excellence while developing a spirit of inquisitive questioning, an ability to excel in the pressure of a fast-changing professional world and desire to grow into a personality than a person in an environment that fosters strong moral and ethical values, teamwork, community service and environment consciousness.

Mission

- To be the enablers of the confluence of academic rigor and professional practicality.
 - To bring global best practices to students through widespread use of technology.
 - To empower our faculty to constantly develop new skills and excel professionally.
- To provide the best campus environment to the students and faculty with all facilities to nurture their interest.

The MBA program of the University strives to realize its vision and mission by rectifying student centric issues on priority and also to empower local community with the help of various social

clubs running in University like NSS, KADAM and Alumni association. The University Promotes Multidisciplinary and Allied research in various fields that supports and harnesses joyful learning environment. The goals of OL program is to provide educational facilities to all qualified and willing persons who are unable to join regular courses due to personal or professional reasons. There are many potential learners who cannot afford to join regular courses due to professional responsibilities and personal commitments. For such cases MBA through OL mode can be helpful in increasing knowledge base and skill up-gradation.

The programme aims to provide alternative path to wider potential learners who are in need of refresher courses to update their skills.

C. Nature of Prospective Target Group of Learners

The Distance and Online Education at Mangalayatan University (MU) shall target the working professionals, executives as well as those who cannot attend a full-time program due to constraints. The candidates desirous of taking admission in MBA program shall have to meet the eligibility norms as follows-

To obtain admission in MBA program offered through OL mode, the learner must have completed graduation in any stream.

The OL -MBA program offered by Mangalayatan University aims specially for working class people, people from Industry, business executives people who are designated at various government positions, academicians who seek to gain MBA degree to amplify their credentials, medical practitioners, medical executives (hospital administration), Business owners/Entrepreneurs, women/housewives. This gives an opportunity to the distance learner to attend distance programmes offer by the university to those who can't spare enough time to attend regular classes.

D. Appropriateness of Programme to be conducted in OL mode to acquire specific skills and competence

The University has identified the following program outcomes and program specific outcomes as acquisition of specific skills and competence for MBA Program.

Programme Outcomes (PO's)

- PO 1: Apply knowledge of management theories and practices to solve business problems.
- PO2: Foster Analytical and critical thinking abilities for data-based decision making.
- PO3: Ability to develop Value based Leadership ability.
- PO4: Ability to understand, analyze and communicate global, economic, legal, and ethical aspects of business.
- PO5: Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.

Programme Specific Outcomes

- PSO1: To understand various forms of business organizations and their functioning.
- PSO2: To inculcate in student's the ability to gain multidisciplinary knowledge.
- PSO3: To develop ability to adapt to dynamic changes in environment.

The University has managed care to introduce MBA program taking into consideration, 1, and 2, to maintain the quality and to face the competition at the National/International level.

E. Instructional Design

The program is divided into four semesters and minimum credit requirement is 84 to get MBA degree through OL mode from Mangalayatan University. Minimum time period for acquiring MBA degree will be two years and maximum time (extended) period is four years. Students can select one elective.

Semester-I						
S.N.	Course Code	Course Name	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
				Max. Marks	Max. Marks	
1	MGO-6101	Principles and Practices of Management	4	30	70	100
2	MGO-6102	Managerial Economics	4	30	70	100
3	MGO-6103	Accounting for Managers	4	30	70	100
4	MGO-6104	Business Statistics	4	30	70	100
5	MGO-6105	Communication for Management	4	30	70	100
Total			20	150	350	500
Semester-II						
S.N.	Course Code	Course Name	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
				Max. Marks	Max. Marks	
1	MGO-6201	Entrepreneurship & SMEs Management	4	30	70	100
2	MGO-6202	Business Environment	4	30	70	100
3	MGO-6203	Research Methodology	4	30	70	100
4	MGO-6204	Business Laws	4	30	70	100
5	MGO-6206	Human Resource Management	4	30	70	100
Total			20	150	350	500

Semester-III						
S.N.	Course Code	Course Name	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
				Max. Marks	Max. Marks	
1	MGO-7101	Strategic Management	4	30	70	100
2	MGO-7102	Organizational Behavior	4	30	70	100
3	Three courses from any one area of the specialization and specialization area will remain same in IIIrd and IV th Semester		4	30	70	100
4			4	30	70	100
5			4	30	70	100
Total			20	150	350	500

Any one specialization area to be opted in the IIIrd semester	
Marketing	
MGO-7111	Marketing Management
MGO-7112	E-Marketing
MGO-7113	Retail Management
Finance	
MGO-7121	Financial Management
MGO-7122	Security Analysis & Portfolio Management
MGO-7123	Management of Financial Institutions & Services
Human Resource Management	
MGO-7131	Industrial Relations & Labour Enactments
MGO-7132	Global HRM
MGO-7133	Negotiation & Counseling

Semester-IV						
S.N.	Course Code	Course Name	Credit	Continuous Assessment Marks	Term End Exam Marks	Grand Total
				Max.Marks	Max.Marks	
1	MGO-7201	Business Ethics and Corporate Governance	4	30	70	100
2	MGO-7202	Global Business Management	4	30	70	100

3	Three courses from any one area of the specialization and specialization area will remain same in IIIrd and IV th Semester		4	30	70	100
4			4	30	70	100
5			4	30	70	100
6	MGD-7200	Dissertation	4	0	100	100
Total			24	150	450	600

Any one specialization area to be opted in the IV Semester	
Marketing	
MGO-7211	Consumer Behavior & Marketing Communication
MGO-7212	Marketing of Services
MGO-7213	Sales and Distribution Management
Finance	
MGO-7221	Corporate Financial Restructuring
MGO-7222	Strategic Corporate Finance
MGO-7223	Management of Working Capital
Human Resource Management	
MGO-7231	Organization Development
MGO-7232	Group and Team in Organization
MGO-7233	Training and Development

MOOCS

The University shall give flexibility in opting for MOOC (Massive Online Open Courses) by the students pertaining to the prescribed curriculum and also the credits earned in the MOOC courses may be dealt as part of the evaluation scheme as per UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

Syllabi and Course Materials

Syllabi, PPR and self-learning materials are developed mostly by experienced faculty members of Mangalayatan University in consultation with contents experts and the same will be forwarded to CIQA and Board of Studies/Academic Council/ Executive Council for further suggestions and approval.

Faculty and Support Staff

The University has identified the requisite faculty and support staff as mandated by the UGC and formally they shall be allocated the required positions from amongst the existing faculty exclusively for OL mode and fresh appointments as per requirement, shall be initiated for which

Letter of Intent have been issued to the prospective faculty and staff. The course material prepared by this university will be on par with any open university/Distance education centre in the country.

Delivery Mechanism

The Online Learning (OL) of MU follows a modern ICT (Information & Communication Technology) enabled approach for instruction. The methodology of instruction in OL of MU is different from that of the conventional/regular programs. Our ODL & OL system is more learner-oriented and the learner is an active participant in the teaching-learning process. OL of MU academic delivery system comprises:

The Online learning at Mangalayatan University shall have the four quadrant approach as per the UGC (Credit Framework for Online learning courses through SWAYAM) Regulations, 2016. The University shells provide (1) Video Lectures (2) Specially developed self-learning material in the digital format (e – content), that can be downloaded. (3) Online live discussion for clarifying doubts and (4) Time to time online tests and assignments to test the understanding of the learners.

A. Study Material –

The study material in digital format (e – content) of the programme shall be supplied to the students unit - wise for every course.

B. Video Lectures –

The Video lectures as prescribed by the UGC Regulation shall be made available on the LMS portal of the University.

C. Online Counselling Sessions

The online counselling sessions shall be scheduled beforehand by the Subject Coordinator and informed to the learners. There shall be 6 online counselling sessions / contact classes of 2 hours each for a 4 credit course, held on Saturdays and Sundays. In case of 2 credits course there shall be 4 sessions of 2 hours each and in case of 6 credits course there shall be 8 sessions of 2 hours each.

D. Medium of Instruction

Medium of Course Instruction:	English
Medium of Examination:	English

Student Support Systems

The university will appoint programme coordinators, course coordinator and course mentors to facilitate the learners in their learning.

Finally, The university has made appropriate arrangements for various support services including online counselling and resource-oriented-services, evaluation methods for both on and off line modes for easy and smooth services to the students' through online mode.

E. Procedure for Admissions, Curriculum, Transaction and Evaluation

Admission Process

Admission to the MBA Programme will be done on the basis of screening of candidate's eligibility on first come first serve basis. Admission shall not be a right to the students and

MU, DDOE shall retain the right to cancel any admission at any point of time if any irregularity is found in the admission process, eligibility etc.

Maximum Duration

The maximum duration of the M.B.A. Programme is four years. Thereafter, students seeking completion of the left-over course(s) will be required to seek fresh admission.

The student can complete his programme within a period of 4 years failing which he/she shall seek fresh admission to complete the programme.

Eligibility

Any Graduate from a recognised University is eligible for admission into M.B.A. programme.

Fee Structure

Name of the Programme	Degree	Duration	Total Fees (All Inclusive)			Total Fees (All Inclusive)		
			Indian Nationals			Foreign Nationals (\$)		
Master of Business Administration (MBA)	PG	2 to 4 Years	Semester	Full Year	Total	Semester	Full Year	Total
						24000	48000	96000

Activity Schedule

S.NO.	Name of the Activity	Tentative months schedule(specify months) during year			
		From(Month)	To (Month)	From(Month)	To (Month)
1	Admission	Jul	Sep	Jan	Mar
2	Assignment submission (if any)	Sep	Oct	Mar	Apr
3	Evaluation of Assignment	Oct	Nov	Apr	May
4	Examination	Dec	Dec	Jun	Jun
5	Declaration of Result	Jan	Jan	Jul	Jul
6	Re-registration	Jul	Jul	Jan	Jan
7	Distribution of SLM	Jul	Sep	Jan	Mar
8	Contact Programmes (counselling, Practicals.etc.)	Sep	Nov	Mar	May

Credit System

MU, DDOE proposes to follow the 'Credit System' for most of its programs. Each credit amounts to 30 hours of study comprising all learning activities. Thus, a 8 credit course requires 240 hours, 6 credit course requires 180 hours, 4 credit course requires 120 hours and 2 credit course requires 60 hours of study. This helps the student to understand the academic effort to complete a course. Completion of an academic programme requires successful clearing of both, the assignments and the term-end examination of each course in a programme.

Duration of the Programme	Credits	Name of the Programme	Level of the Programme
2 Yrs.	84	M.B.A.	Master's Degree (Professional)

Assignments

Distance Education learners have to depend much on self study. In order to ascertain the writing skill and level of comprehension of the learner, assignment work is compulsory for all learners. Each assignment shall consist of a number of questions, case studies and practical related tasks. The Assignment Question Papers will be uploaded to the website within a scheduled time and the learners shall be required to respond them within a specified period of time. The response of the learner is examined by a faculty member.

Evaluation: The evaluation system of the programme is based on two components:

Continuous Evaluation in the form of assignments (weightage 30%): This Component carries a weightage of 30%. There will be at least one graded assignment and test per course. These assignments are to be submitted to the Co-ordinator of the DDOE/Study Centre to which the student is assigned or attached with.

Term-end examination (weightage 70%): This will be held twice every year in the months of June and December. The students are at liberty to appear in any of the examinations conducted by the University during the year. A student will be allowed to appear in the Term-End Examination only after she/he has registered for that course and submitted the assignment. For appearing in the Examination, every student has to submit an Examination form through online (www.mangalayatan.in/) or offline before the due dates as given in the schedule of operations. If a student misses any term-end examination of a course for any reason, s/he may appear for any of them or all the courses subject to the maximum of 8 courses in the subsequent term-end examinations. This facility will be available until a student secures the minimum pass grade in the courses but up to a maximum period of four semesters, since the date of registration of the course is valid for four semesters. Beyond this period s/he may continue for another four semesters by getting Re-registration by paying fee again. In that case, the score of qualified assignments and/or term-end examination will be retained and the student will be required to complete the left out requirements of such re-registered courses. Minimum requirement for passing a course will be 40% marks.

G. Laboratory Support and Library Resources

The library of Mangalayatan University aims to empower the teaching mission and intellectual culture of the community through availability through an organized collection of information as well as instruction in its access, relevance and evaluation.

The University Library enriches advance learning and discovery by providing access to a broad array of resources for education, research and creative work to ensure the rich interchange of ideas in the pursuit of knowledge.

The Directorate of Distance Education of Mangalayatan University has initiated the process of setting up a dedicated Library for ODL / OL program and acquiring printed books and e-books for this purpose. The required International and National subject journals are also provided. We have a full functioning community radio service on board (90.4 FM). We already have annual journal subscriptions and the capacity can be enlarged at later stages as the University lines up with more online journals.

The collection of the Library is rich and diverse especially in terms of the breadth and depth of coverage. Collection encompasses subjects in Management, Commerce, Information Technology, Computer Applications, and other allied areas. This collection further includes Books, Research Journals, Project Reports/Dissertations and online Journals.

The University has well equipped Computer Laboratories, Lecture Capturing Systems, Audio Video facilities, ICT enabled class rooms, Wi-Fi facilities etc.

H. Cost Estimate of the Programme and the Provisions

Initial expenses have been done by the University in terms of provision of infrastructure, manpower, printing of self-study material and other. The University intends to allocate expenses out of the total fee collection as per following details:

a) SLM Development and Distribution	:	20%
b) Postal Expense	:	10%
c) Salary and other Administrative expenses	:	60%
d) Future development	:	10%

Once programmes are operational, fee receipt from the programme's budget to be planed as per the guidelines of University Grants Commission.

I. Quality Assurance

The University has established the Centre for Internal Quality Assurance (CIQA) in the University campus. The CIQA will monitor and maintain the quality of the ODL programmes. It has the following objectives in making the compliances of quality implementations.

Objectives

The objective of Centre for Internal Quality Assurance is to develop and put in place a comprehensive and dynamic internal quality assurance system to ensure that programme of higher education in the Open and Distance Learning mode and Online mode being implemented by the Higher Educational Institution are of acceptable quality and further improved on continuous basis.

Functions of CIQA

The functions of Centre for Internal Quality Assurance would be following

- 1) To maintain quality in the services provided to the learners.
- 2) To undertake self-evaluative and reflective exercises for continual quality improvement in all the systems and processes of the Higher Educational Institution.
- 3) To contribute in the identification of the key areas in which Higher Educational Institution should maintain quality.
- 4) To devise mechanism to ensure that the quality of Open and Distance Learning programmes and Online programmes matches with the quality of relevant programmes in conventional mode.
- 5) To devise mechanisms for interaction with and obtaining feedback from all stakeholders namely, learners, teachers, staff, parents, society, employers, and Government for quality improvement.
- 6) To suggest measures to the authorities of Higher Educational Institution for qualitative improvement.
- 7) To facilitate the implementation of its recommendations through periodic reviews.
- 8) To organize workshops/ seminars/ symposium on quality related themes, ensure participation of all stakeholders, and disseminate the reports of such activities among all the stakeholders in Higher Educational Institution.
- 9) To develop and collate best practices in all areas leading to quality enhancement in services to the learners and disseminate the same all concerned in Higher Educational Institution.
- 10) To collect, collate and disseminate accurate, complete and reliable statistics about the quality of the programme (s).

- 11) To ensure that Programme Project Report for each programme is according to the norms and guidelines prescribed by the Commission and wherever necessary by the appropriate regulatory authority having control over the programme.
- 12) To put in place a mechanism to ensure the proper implementation of Programme Project Reports.
- 13) To maintain a record of Annual Plans and Annual Reports of Higher Educational Institution, review them periodically and generate actionable reports.
- 14) To provide inputs to the Higher Educational Institution for restructuring of programmes in order to make them relevant to the job market.
- 15) To facilitate system based research on ways of creating learner centric environment and to bring about qualitative change in the entire system.
- 16) To act as a nodal coordinating unit for seeking assessment and accreditation from a designated body for accreditation such as NAAC etc.
- 17) To adopt measures to ensure internalization and institutionalization of quality enhancement practices through periodic accreditation and audit.
- 18) To coordinate between Higher Educational Institution and the Commission for various quality related initiatives or guidelines.
- 19) To obtain information from other Higher Educational Institutions on various quality benchmarks or parameters and best practices.
- 20) To record activities undertaken on quality assurance in the form of an annual report of Centre for Internal Quality Assurance.
- 21) It will be mandatory for Centre for Internal Quality Assurance to submit Annual Reports to the Statutory Authorities or Bodies of the Higher Educational Institution about its activities at the end of each academic session. A copy of report in the format as specified by the Commission, duly approved by the statutory authorities of the Higher Educational Institution shall be submitted annually to the Commission.

After enrolling in M.B.A. Programme of Mangalayatan University in OL mode, student will exhibit leadership skill and ability to work effectively in teams. After completion of M.B.A Programme, student will participate in business decision making and bring synergy to their ventures.