

## Title of Programme: 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 secure 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 sectors where they will join. Thus, the Programme has been fulfilling the University's objective to provide professional education to the distant learners of Uttarakhand.

### 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 Uttarakhand
- Professionals serving in Banking and Finance Sectors.
- Marketing Executives
- 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 Uttarakhand. The programme offered by the School is useful and geared to fulfill the identified gaps in the corporate and business world.

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

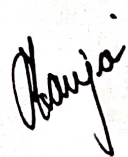
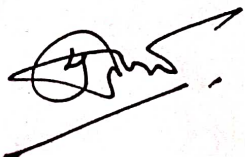
- Knowledge and understanding
- Cognitive skills
- Practical and professional skills
- Key skills

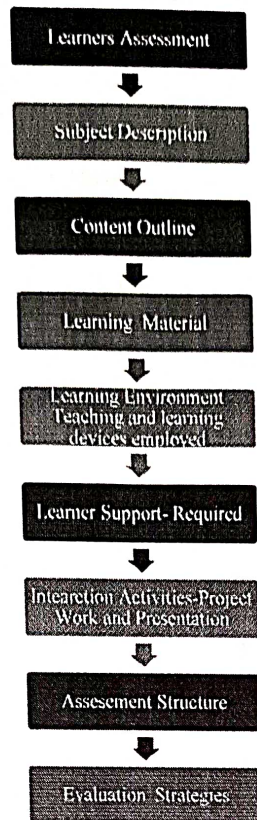
**V. Instructional Design :**

Instructional design is a scientific system that includes the principles of the effective design and implementation of a programme. In distance learning, instructional design has its own relevance. The successful distance learning design incorporates the unique learning requirements of adult learners. Prior to the development of the courses, curriculum assessment has been done and access devices and pedagogical tools have been applied for making curriculum. The contents of each course are divided into Blocks and Units. The entire study material is divided into small and manageable booklets to facilitate distance learners. For self assessment of learners Self Check Exercises are provided to recapitulate, consolidate and evaluate what they have learnt so far before moving on to the next stage. Further, various theories and models are referred for designing effective instructional events, some are specified as under;

- Learning objectives
- Self Check Exercises with Answers
- Reinforcing activities
- Small chunks of learning through learning modules.
- Modular Structure
- Statement of Objectives
- In-depth learning
- Hint Answers
- References
- Real World Contexts/Cases
- Project Work
- Real World Examples
- Self Appraisal Exercises
- School's Blog for enhanced learning
- Project Work for practical training and presentation skills.

The programme has been developed on the basis of the following sequential steps:





## VI. Procedure for admission, curriculum delivery and evaluation:

### Admission

Admission to MBA is allowed on the basis of score obtained in the entrance-test being conducted for the purpose. The written test assess Reasoning ability, Comprehension and Vocabulary, General Knowledge, Numerical Ability, Data Interpretation and Current Awareness to check preparedness of a learner to undertake a subject like Business Management.

The entrance-test has questions from the following areas-

1. Reading/Writing Comprehension- 20%
2. Numerical Ability/Data Interpretation- 30%
3. Logical/Mental Ability- 30 %
4. Current Awareness- 20 %

The duration of entrance test is of 2 hours and it contains Multiple Choice (objective type) Questions (MCQs)

The short listing of candidates may be done according to pass marks attained in the entrance test. Further, direct admission is given to the applicants who have qualified MAT or CAT examination with valid score.

Eligibility	Duration (Yrs)		SILM	Mode of Exam (Annual /Sem)	Year/ Sem	Programme	Project/ Workshop	Exam	Practical	Viva-Voce	Miscellaneous	Degree Fee	Grand Total	
	Min	Max												
50% Marks at graduate or post-graduate level or 45% at graduate or post graduate level along with 2 years' of supervisory/managerial/professional/teaching experience after completing graduation or post-graduation (even if the degree has been obtained in ODL mode or as a private student). (5% relaxation for reserved category) Admission through entrance test conducted by the University / MAT / CAT score	2	4	English	SEM EST ER	I	10000	-	1500	-	-	150	-	11650	
					II	10000	-	1250	-	-	-	-	-	11250
					III	10000	-	1500	-	-	-	-	-	11500
					IV	10000	1000	750	-	500	-	500	500	12750

#### Curriculum Delivery

MBA programme consists of 22 courses in all. Each course comprises of six credits. The total credits of the programme are 132. The programme is offered in three specializations namely; Finance, Marketing and Human Resource.

The programme, therefore, comprises of;

- ❖ Foundation or Core Courses
- ❖ Six Courses from any one of the specialization streams
- ❖ Compulsory Courses
- ❖ Project Work equivalent to 2 courses

#### MBA First Year

##### *First Semester*

- MS 101 Principles of Management and Organization Behaviour
- MS 102 Accounting for Managers
- MS 103 Managerial Economics
- MS 104 Quantitative Techniques in Management
- MS 105 Business Environment
- MS 106 IT and MIS

##### *Second Semester*

- MS 107 Marketing Management
- MS 108 Human Resource Management






MS 109 Financial Management  
MS 110 Research Methodology  
MS 111 International Business

**MBA Second Year-6 Courses**

***Third Semester***

***Third Semester Compulsory Papers***

MS 201 Business Policy and Strategic Management  
MS 202 Entrepreneurship Development  
MS 203 Business Ethics and Corporate Governance

***Specialization-***

**Human Resource**

MS 301 Human Resource Planning  
MS 302 Human Resource Development  
MS 303 Organizational Changes and Development

**Marketing**

MS 501 Marketing Research  
MS 502 Advertising and Sales Promotion  
MS 503 Consumer Behaviour

**Finance**

MS 401 Corporate Tax Planning  
MS 402 Indian Financial System  
MS 403 Project Finance

***Fourth Semester***

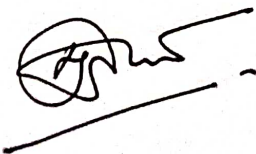
**Electives**

**Human Resource**

Select any three-  
MS 304 Labour Laws for Managers  
MS 305 Strategic Human Resource Management  
MS 306 Industrial Relations  
MS 307 Compensation Management  
MS 308 International Human Resource Management  
MS 309 Management of Training and Development

**Marketing**

Select any three-  
MS 504 International Marketing  
MS 505 Services Marketing  
MS 506 Supply Chain Management  
MS 507 Rural Marketing



MS 508 Sales and Distribution Management  
MS 509 Industrial Marketing  
MS 510 Brand Management

**Finance**

Select any three-

- MS 404 Security Analysis and Portfolio Management
- MS 405 International Finance
- MS 406 Working Capital Management
- MS 407 Management of Financial Services
- MS 408 Financial Reporting
- MS 409 Micro Finance

**Fourth Semester Compulsory -2 courses**

MS 204 Project and *Viva voce*: Two Courses-12 Credits

**Evaluation**

Learners are evaluated on the basis of term end examination and assignment(s) per course. The assignment is submitted to the concerned learner support centre/UOU Model Study centre. The components of evaluation for each course include the following:

- a. Assignments 30 % weightage
- b. End-term examination 70 % weightage

The project work is assessed using the following components:

- a. Proposal
- b. Report
- c. Conduct of work
- d. Analysis
- e. The final report presentation also includes comprehensive *viva-voce*.

**VII. Requirements of the laboratory support and Library Resources:**

A well equipped library having sufficient number of books and resource material to supplement the learners and faculty requirements are needed. Further, for the programme it is essential that every study centres should have sufficient computers with proper internet connectivity to support learners requiring IT facilities. The SLM and e-Contents of the various courses of the program will also be available through the e-repository of the University. The University also has a subscription of National Digital Library to provide the learners' with the ability to enhance access to information and knowledge of various courses of the programme.

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

Cost Estimation



Particulars	Details	Amount (in Rs.)
<b>INSTRUCTIONAL SERVICES</b>		
Development of In-house SLM	Payment to course writers	6545000
	Payment to Editors	2835000
	Total Cost	9380000

**IX. Quality assurance mechanism and expected programme outcomes :**

The Department reviews its programme from 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. On the successful completion of the programme,, learners shall be able to;

- Communicate on a variety of topics
- Develop critical thinking to become a part of the market
- Develop necessary capability for decision making and analysis of the problems encountered
- Evolve much needed theoretical, conceptual skills for career progression
- Understand leadership concepts, and helps develop managerial skills

