

# PROGRAMME PROJECT REPORT

## MASTER OF BUSINESS ADMINISTRATION (MBA)

### A) Programme's Mission & Objectives:

#### Mission Statement:

Dr. C.V. Raman University's Institute of Open & Distance Education focuses on providing quality education through distance learning, matching with the parameter of regular courses and producing capable business leaders who are prepared with the necessary management & research skills to make high-quality business decisions either in an entrepreneurial or staff capacity.

We provide solid foundation of human & technical management knowledge & skills. A hallmark of our program is opportunity for students to pursue projects & mentored study on issues of their own interest. Our commitment to this process of active learning is driven by our desire to produce confident leaders who can think critically; engage in a process of discovery and implement appropriate policies.

#### Objectives:

- To develop effective written & verbal communication skills.
- To develop an understanding of the global, ethical, & socio-political context of business.
- To use & integrate knowledge from core areas of business management.
- To enable effective strategic analysis and decision-making skills, supported by appropriate quantitative methods and information technology.

### B) Relevance of the program with University's Mission & Goals:

Dr. C. V. Raman University aims to provide high standard of liberal education to its students, catering to their intellectual growth, personality development & nurtures them to be responsible adults committed to high ethical standards through various courses



offered from different fields like commerce & management, science, arts, etc in regular mode as well as Open & Distance Learning mode.

M.B.A. offered in Open & Distance Learning mode is one such programme of greater significance which not only helps those individuals who cannot attend classes regularly, provides an opportunity to upgrade the knowledge, qualification & can attain growth in terms of intellectuality, professionally & personally.

**C) Nature of prospective target group of learners:**

This program is specifically designed to cater the need of students who are not able to study through regular mode. Working Professional, Housewives, Students from rural area, those who do not wish to prefer regular courses due to various reasons & also who cannot afford costly regular courses are target group learners for pursuing M.B.A, graduation in any stream is necessary.

**D) Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:**

Our wide learning goals are intended to enhance student learning in the following areas namely communication, ethical reasoning, analytical skills, information technology, global outlook, critical thinking, and understanding of legal systems, upon completion of the MBA Program, post graduates will:

- Demonstrate professionalism, self-awareness, leadership, and effective communication skills.
- Understand ethical issues and dilemmas that businesses often face.
- Apply knowledge and skills to solve business problems.
- Understand the concepts of information technology (IT) and how IT can enhance organizational performance.

*Virek Chopra*  
*S. Singh*  
*Dr. V. R. Singh*

*Dr. J. K. Singh*  
*Dr. J. K. Singh*

*R. S. Chandel*

*Dr. V. R. Singh*



- Demonstrate a global perspective and an awareness of how cultural differences impact businesses.
- Possess the skills required to integrate concepts from various disciplines to identify and develop business strategies.
- Possess the skills required to work and lead effectively in a team-based environment.

#### E) Instructional Design:

##### Curriculum Design, Detailed Syllabi & Duration of Program:

M.B.A. Program offered in Institute of Open & Distance Education is open for students graduated in any discipline. It is a dual specialization course in which student can opt for any two specializations out of marketing group, HR group, finance group, as option available.

##### Credit Points:

All courses offered by us carry a certain value in terms of credit-points. A credit point is a way of expressing the learning hours required to study a certain unit, in a book or a course. Generally, one credit point is considered equivalent to about 30 learning hours. These learning hours could mean the time you spend in face-to-face counseling, self-study, practical, assignment, project, participating in discussions on the topic, listening to audios, viewing especially prepared videos, etc. That means for 2 credit points students has to undertake 60 hours of learning per subject & for 4 credit points student has to undertake 120 hours of learning. Programme structure for MBA are clearly mentioned below:

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*Sharma*  
*10/10/18*  
*3E*  
*Shankar*  
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*RR*  
*10/10/18*



## MASTER OF BUSINESS ADMINISTRATION (MBA)

Duration - 24 Months ( 2 Years)

Eligibility - Graduation in any discipline

### SCHEME OF EXAMINATION

Course Code	Name of the Course	Credit	Total Marks	Theory		Practical/Project Report		Assignments/Project Viva voce	
				Max	Min	Max	Min	Max	Min
<b>Semester-I (Compulsory Papers)</b>									
1MBA1	Management Process and Organizational Behavior	4	100	70	28	-	-	30	12
1MBA2	Quantitative Method	2	100	70	28	-	-	30	12
1MBA3	Managerial Economics	2	100	70	28	-	-	30	12
1MBA4	Environment Analysis and Management	2	100	70	28	-	-	30	12
1MBA5	Managerial Skill Development	2	100	70	28	-	-	30	12
1MBA6	Accounting for Managers	4	100	70	28	-	-	30	12
1MBA7	Computer Application for Managers	2	100	70	28	-	-	30	12
1MBA8	Business ethics & CSR	2	100	70	28	-	-	30	12
<b>Total aggregate required to pass</b>		<b>20</b>	<b>800</b>	<b>560</b>	<b>224</b>			<b>240</b>	<b>96</b>
<b>Semester-II Compulsory Papers</b>									
2MBA1	Business policy and Strategic analysis	2	100	70	28	-	-	30	12
2MBA2	Management science	2	100	70	28	-	-	30	12
2MBA3	Human Resource Management	4	100	70	28	-	-	30	12
2MBA4	Financial Management	2	100	70	28	-	-	30	12
2MBA5	Marketing Management	4	100	70	28	-	-	30	12
2MBA6	Production & operation Management	2	100	70	28	-	-	30	12
2MBA7	Research Methodology	2	100	70	28	-	-	30	12
2MBA8	International Business	2	100	70	28	-	-	30	12
<b>Total aggregate required to pass</b>		<b>20</b>	<b>800</b>	<b>560</b>	<b>224</b>	-	-	<b>240</b>	<b>96</b>





SEMSTER-III									
3MBA1	Business legislation	2	100	70	28	-	-	30	12
3MBA2	Group 1 - Paper I	4	100	70	28	-	-	30	12
3MBA3	Group 1 - Paper II	2	100	70	28	-	-	30	12
3MBA4	Group 1 - Paper III	2	100	70	28	-	-	30	12
3MBA5	Group 2 - Paper I	2	100	70	28	-	-	30	12
3MBA6	Group 2 - Paper II	2	100	70	28	-	-	30	12
3MBA7	Group 2 - Paper III	2	100	70	28	-	-	30	12
3MBA8	Summer Training Project & Viva	4	200	-	-	140	56	60	24
<b>Total aggregate required to pass</b>		<b>20</b>	<b>900</b>	<b>490</b>	<b>196</b>	<b>140</b>	<b>56</b>	<b>270</b>	<b>108</b>
SEMSTER-IV									
4MBA1	MIS & Decision Support System	2	100	70	28	-	-	30	12
4MBA2	Group 1 - Paper IV	4	100	70	28	-	-	30	12
4MBA3	Group 1 - Paper V	2	100	70	28	-	-	30	12
4MBA4	Group 1 - Paper VI	2	100	70	28	-	-	30	12
4MBA5	Group 2 - Paper IV	2	100	70	28	-	-	30	12
4MBA6	Group 2 - Paper V	2	100	70	28	-	-	30	12
4MBA7	Group 2 - Paper IV	2	100	70	28	-	-	30	12
4MBA8	Final Project & Viva	4	200	-	-	140	56	60	24
<b>Total aggregate required to pass</b>		<b>20</b>	<b>900</b>	<b>490</b>	<b>196</b>	<b>140</b>	<b>56</b>	<b>270</b>	<b>108</b>

#### Evaluation Scheme:

- 40% in each theory, practical, project, dissertation & internal assessment and also total Aggregate marks for passing is 40%.
- Total project marks (each Summer Training Project and final project) is 200 in which 140 marks for project report and 60 marks will be for project viva.





## SPECIALIZATION

### Marketing Group:

3MBA2	3MBA5	Consumer Behaviour
3MBA3	3MBA6	Advertising & Sales Promotion
3MBA4	3MBA7	Service Marketing
4MBA2	4MBA5	CRM & Sales Management
4MBA3	4MBA6	International Marketing
4MBA4	4MBA7	Retail & Rural Marketing

### HR Group:

3MBA2	3MBA5	Management Training and Development
3MBA3	3MBA6	Human Resource Planning and Development
3MBA4	3MBA7	Legal Framework Governing Human Relation
4MBA2	4MBA5	Management of Industrial Relations
4MBA3	4MBA6	Organizational Change and Intervention Strategies
4MBA4	4MBA7	International Human Resource Management

### Finance Group:

3MBA2	3MBA5	Security Analysis and Portfolio Management
3MBA3	3MBA6	Tax Management & Planning
3MBA4	3MBA7	Financial Institution & Services
4MBA2	4MBA5	Working Capital Management
4MBA3	4MBA6	Financial Derivatives
4MBA4	4MBA7	Banking & Finance

### Duration:

This programme has a duration of two years although students may complete the programme within a maximum period of 4 years.

### Medium:

English/Hindi shall be the medium of instruction and the examination may be written in Hindi or English language.

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### Requirement of faculty and supporting staff :

We have recruited three faculty members (full time-dedicated for ODL programmes) of Professor, Associate and Assistant Professor Level for the programmes under faculty of Management. Faculty & supporting staffs shall be deputed at the University head quarter as per need of the course curriculum.

### Instructional delivery Mechanism & Usage of media for distance learning:

The methodology of instruction in the distance learning mode in the University is different from that of the conventional regular programs. The system adopted for this is more learner-oriented and the learner is an active participant in the pedagogical (teaching & learning) process. Most of the instructions are imparted through distance education methodology and face-to-face mode as per requirement.

The programme delivery methodology used in the distance learning mode follows a multimedia approach for instruction, which comprises:

- **Self-Instructional Written Material:** The printed study material (written in self instructional style) for both theory and practical components of the programs is supplied to the learners in batches for every course.
- **Audio-Visual Material Aids:** The learning package contains audio and video CDs which have been produced/adopted by the University for Better Clarification and enhancement for understanding of the course material given to the learners. A video programme is normally of 25-30 minutes duration.
- **Counseling Session:** Normally counseling sessions are held as per schedule drawn by the IODE DR, C.V. RAMAN UNIVERSITY. These are mostly held at University counselling centre (UCC).
- **Teleconferences:** Live teleconferencing sessions are conducted via Internet/ satellite through interactive Video Conferencing facility (available at some places) from the University studios, the schedule of which is made available at the University counselling centre (UCC).

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- **Industrial Training/ Practicals/ Project Work:** Some programmes have industrial training/practical/ project component also. Practicals are held at designated institutions for which schedule is provided by the University counselling centre (UCC). Attendance in practicals is compulsory. For Project Work, comprehensive project guide, in the form of booklet, is provided to the student along with the study material.
- The printed study materials will be dispatched periodically to the enrolled students for each course of study. These materials will be as guide for the students for effective learning. The assignment for internal assessment shall also be dispatched along with the study material. Online modules are also available for some courses. These are in progress and as and when available, these will be available on the website of the students for registered candidates.
- The counseling sessions will be of 30 days duration for a course in a year. The actual schedule and place of contact program shall be announced and communicated to students in – time.
- **Nature of Contact Classes:** During the contact sessions, the counselors are supposed to guide/discuss with the students, based on the course material. The students can solve their difficulties by discussing with their colleagues as well as with the counselor during contact sessions. Apart from this contact sessions, students will have to attend practical as well as various training schedule conducted by the Department of the University and University counselling centre (UCC).

#### Learner Support Services:

Dr. C V Raman University Institute of Open and Distance Education has a fully fledged Learner Support Division (LSD) to provide guidance and help to its students. Necessary information is passed on to the registered student through modern means of communication as SMS, website and e-mail. For the convenience of learner, computer, photocopy machine, internet, WIFI facilities etc has also been provided. Bulk SMS are sent to learners regarding their registration detail, dispatch of study material, time table

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for contact class, submission of examination forms, examination schedule etc. from time to time. Important information and necessary material are also sent through e-mail and through regular post. Website of Dr. C.V. Raman University," [www.cvru.ac.in](http://www.cvru.ac.in)" also provides information about the various programmes being offered by the institute of open and distance education, the syllabus, assignment, programme guide.

### Counseling & Study Structure:

The counseling & study structure for MBA programme is as below:-

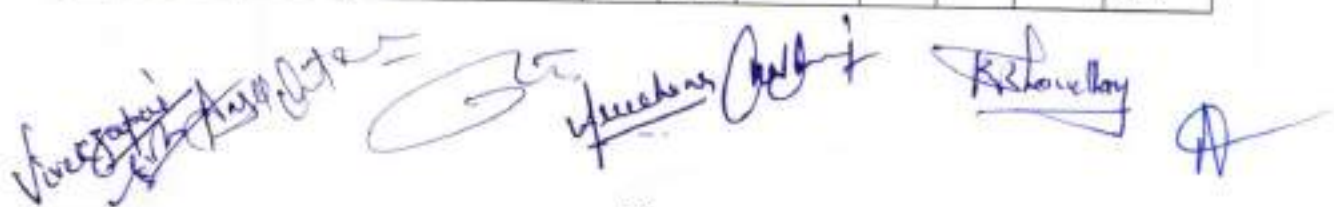
#### COUNSELING AND STUDY STRUCTURE

Sl. No.	Course Code	Title of the Course	Credit	Total Hours of Study	Counseling and Study Structure (hours)				Project work
					Face to Face Counseling	Self study	Practical	Assignments	
<b>Semester I</b>									
1	1MBA1	Management Process and Organizational Behavior	4	120	16	68	-	36	
2	1MBA2	Quantitative Method	2	60	8	34	-	18	
3	1MBA3	Managerial Economics	2	60	8	34	-	18	
4	1MBA4	Environment Analysis and Management	2	60	8	34	-	18	
5	1MBA5	Managerial Skill Development	2	60	8	34	-	18	
6	1MBA6	Accounting for Managers	4	120	16	68	-	36	
7	1MBA7	Computer Application for Managers	2	60	8	34	-	18	
8	1MBA8	Business ethics & CSR	2	60	8	34	-	18	
<b>Semester II</b>									
1	2MBA1	Business policy and Strategic analysis	2	60	8	34		18	
2	2MBA2	Management science	2	60	8	34		18	

*V. Venkatesh*  
*Registrar*  
*Dr. C.V. Raman University*  
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*Heechang*  
*Chandigarh*  
*R.R. Handley*  
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3	2MBA3	Human Resource Management	4	120	16	68	-	36	
4	2MBA4	Financial Management	2	60	8	34		18	
5	2MBA5	Marketing Management	4	120	16	68	-	36	
6	2MBA6	Production & operation Management	2	60	8	34		18	
7	2MBA7	Research Methodology	2	60	8	34		18	
8	2MBA8	International Business	2	60	8	34		18	
<b>Semester III</b>									
1	3MBA1	Business legislation	2	60	8	34	-	18	
2	3MBA2	Group 1 - Paper I	4	120	16	68	-	36	
3	3MBA3	Group 1 - Paper II	2	60	8	34	-	18	
4	3MBA4	Group 1 - Paper III	2	60	8	34	-	18	
5	3MBA5	Group 2 - Paper I	2	60	8	34	-	18	
6	3MBA6	Group 2 - Paper II	2	60	8	34	-	18	
7	3MBA7	Group 2 - Paper III	2	60	8	34	-	18	
8	3MBA8	Summer Training Project & Viva	4	120					120
<b>Semester IV</b>									
1	4MBA1	MIS & Decision Support System	2	60	8	34	-	18	
2	4MBA2	Group 1 - Paper IV	4	120	16	68	-	36	
3	4MBA3	Group 1 - Paper V	2	60	8	34	-	18	
4	4MBA4	Group 1 - Paper VI	2	60	8	34	-	18	
5	4MBA5	Group 2 - Paper IV	2	60	8	34	-	18	
6	4MBA6	Group 2 - Paper V	2	60	8	34	-	18	
7	4MBA7	Group 2 - Paper IV	2	60	8	34	-	18	
8	4MBA8	Final Project & Viva	4	120					120





**F) Procedure for admissions, curriculum transaction & evaluation:**

**Admission Policy for M.B.A. with minimum eligibility & fee structure:**

- Admission to MBA Programme shall be through merit and/or, entrance test as per rules of the university.
- A candidate seeking admission to two years MBA programme should have a graduate / postgraduate degree in any discipline with at least second division marks from any statutory university.
- A candidate who has passed PGDBM or PGDMM of the university or any other equivalent recognized degree from a university shall be admitted in MBA -II Year as per norms.
- All the procedure of admission for the programme will be done through online mode. Application will be invited by the university with it stipulated time period where students have to apply for the same with all their testimonials and required fees.

Sl.	Course	Duration	Fee charged for complete programme
1.	M.B.A	2 Years	59800 (as per prospectus)
2	MBA (LE)	1 year	29900 (as per prospectus)

**Financial Assistance:**

E-scholarship is provided to SC/ST students as per norms of the Govt. of Chhattisgarh authorized schemes.

**Evaluation system:**

The system of evaluation in Open & Distance Learning System is also different from that of conventional system. CVRU has a multi- tier system of evaluation given as follows:

1. Self –assessment exercises within each unit of study.
2. Continuous evaluation mainly through assignment which are tutor marked, practical assignments & seminar /workshops / extended contact programmes /Field work / Community engagement.
3. End semester examination/Term End Examinations.

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#### 4. Project works.

The evaluation of learners depends upon various instructional activities undertaken by them. A learner has to write assignment responses compulsorily before taking End semester examination/term-end examination from time to time to complete an academic programme. A learner has to submit TMA responses to the University counselling centre (UCC) at IODE Dr. C. V. Raman University. A learner should keep duplicate copies of assignment responses of TMA that may be required to be produced at Student Evaluation Division on demand. End semester examination/Term-end examination will be conducted at various examination centre approved by institute of open and distance education Dr. C.V. Raman university spread all over the Chhattisgarh. The weightage for End semester examination/Term End Examination will be 70% and weightage for Internal Assessment will be 30 % for this programme.

(a) Internal Assessment (Continuous Assessment i.e. Home Assignment): 30 % weightage.

(b) End semester examination/Term End Examination - 70 % weightage

<b>End semester examination/Term End Examination (Summative assessment)</b>	<b>70</b>
<b>Internal Assessment (Continuous Assessment)</b>	<b>30</b>
<b>Total Marks</b>	<b>100</b>

The University conducts End semester examination/Term-end Examination in semester system & held in the month of Nov/Dec and may/June every year. Students will be permitted to appear in End semester examination/term-end examination subject to the conditions that:

- 1) Registration for the programme, in which they wish to appear is valid,
- 2) Minimum Time to pursue these courses is elapsed &
- 3) Submission of required number of assignments in respective courses by the due date.

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**(c) Project Work:**

Project work carrying 200 marks has to be done under the guidance of a Project supervisor. Students as to prepare project report under the guidance of project guide allotted by the university. Viva-voce will be conducted in the presence of an external examiner.

**G) Requirement of the laboratory support and library resource:**

Laboratory is not required as a part of this curriculum. Resources in the form of reference books and journal will be made available to the learner in the reference library (IODE) and university central library which they can access for gaining knowledge.

**H) Cost estimates of the programme and the provision:**

This programme was already designed and development in the year 2009-10. In this process of development considering today's scenario, the current cost estimate which includes development cost, delivery cost and maintenance cost for this programme comes to amount of Rs. 1525370/- & provision is made of Rs. 1550000/-.

**I) Quality assurance mechanism and expected programme outcomes:**

The Centre for Internal Quality Assurance & Department of Management Studies of the University is accountable for regular monitoring of programme by continuous updating of the curriculum and syllabus. According to feedback provided by stakeholders including learners on continuous basis, a suitable action plan for MBA programme will be developed and duly incorporated into the teaching and delivery system. The Feedback from all stakeholders in terms of its relevance and appropriateness in catering to the need of the society, economy and environment are also considered in this key aspects.

**Expected Outcomes of Programme:**

- To acquire general knowledge, principles and mechanisms of Business Management.
- To acquire techniques relevant to courses taught.
- To provide the practical exposure and knowledge acquiring skill.
- To create and develop the presentation skill in seminar/ conference.

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