

PROGRAMME PROJECT REPORT

MASTER OF BUSINESS ADMINISTRATION (MBA)

Mode of Delivery: ONLINE

Dr. CV Raman University (CVRU) Centre for Distance and Online Education is committed to providing quality higher education through the Online Mode while maintaining academic standards comparable to corresponding conventional Programme. The online MBA Programme shall meet the National needs and students' aspirations in capability building in managerial career pathways in ever-evolving businesses powered by the AI and data. The Programme is **envisioned** to become a national and global destination for students to advance knowledge and gain expertise in the advances taking place in the field of Management.

A) Programme's Mission & Objectives:

Mission Statement:

To develop agile, responsible and future ready business leaders who integrate strategic thinking, managerial judgment, human leadership and emerging technologies to create sustainable value in a rapidly changing world.

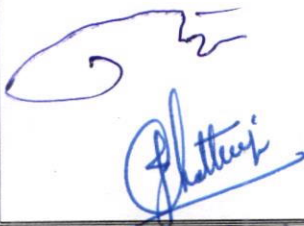
Objectives:

- Develop strategic and entrepreneurial leadership
- Build integrated enterprise-management capability.
- Strengthen judgement and evidence-based decision-making.
- Lead people, organizations and transformation.
- Create sustainable and responsible business value

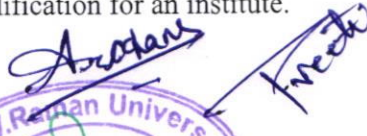
B) Relevance of the Programme with University's Mission and Goals:

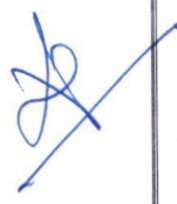
The University's mission seeks transformative social impact through innovation, creativity and entrepreneurship, anchored in creating transformative education experiences for students, collaborative environment and societal impact regionally, nationally and globally. The Mission statement relating to creating impact outside the traditional border of the university squarely vests in the online MBA Programme which would extend university's reach and impact, far beyond its state and national boundaries. It thus provides a direct and strong justification for online education. The mission statement of creating a collaborative environment beyond regional boundaries further qualify the merit of launching online education. The multi-disciplinary character of the university further lends itself to providing flexible learning in the MBA Programme opening multiple options for the future.

The university has valuable and hands-on experience in already running ODL and regular courses in the MBA Programme with significant success. It positions the online MBA Programme in very safe hands of professionals and thus imbibes instant trust and confidence of learners. This by itself is a potent qualification for an institute.


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Vice Chancellor
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C) Nature of prospective target group of learners:

CVRU has a strongest case in favor of its approval for the Online education. Located in the tribal belt and trust of its people gained over the decades in this developing region in providing quality education would naturally lend itself to admissions by students who are otherwise unable to pursue their studies through regular means due to many pressing circumstances and challenges to earn livelihood. Hence, the learners from the region will gravitate to get educated online. The region is also amongst the poorest in the GER. It would serve the national cause and the Honorable PM's Mission to skill and educate the youth, particularly from the tribal areas of our country. In addition, the Programme is expected to be subscribed by a large number of other working professionals from pan India due to the credibility of standards enjoyed by the university.

D) Appropriateness of Programme to be conducted in Online Learning mode to acquire specific skills and competence:

The teaching learning is undergoing a transformative change. The learners of the Generation Z and A are hands on with digital and AI tools to explore knowledge and skills like never before. The boundaries of classroom teaching and online teaching have nearly blurred. Learning is now full of case studies and projects spilling beyond videos. Faculty designated for the online Programme is well-versed with digital technology and advances in teaching-learning through asynchronous tools like LMS, digital media and experiential learning tools and assessments. Infrastructure required to support the online delivery in the university and the Centre is matured over the years and has a huge potential to deliver one of the finest levels of Online MBA Programme in the country.

Given the locational need in the tribal dominated area and credibility of the university built over decades of quality academic delivery the Programme is a huge fit for delivery on Online Mode.

E) Instructional Design:

Curriculum Design, Detailed Syllabi & Duration of Programme:

M.B.A. Programme in the Centre for Distance and Online Education runs for 24 months (2 years), is organized in four semesters and is open to learners who have graduated in any discipline. The M.B.A. Programme shall be delivered in fully Online mode through the University's Learning Management System (LMS) approved by the statutory authority of the University in accordance with the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020, as amended from time to time. Delivery shall combine synchronous online counselling/webinars/live lectures with asynchronous discussion forums, e-Tutorials, e-Content, formative assessment and self-study in the prescribed four-quadrant framework. Online application processing, learner authentication, fee payment, counselling, academic support and Programme delivery shall be provided through online platform approved by the University. The detailed course syllabi approved by the statutory bodies of the University, together with the course-wise

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credit-hour mapping and online delivery workload given in this PPR, shall form an integral part of the instructional design.

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 Synchronous Online Counselling / Webinars / Interactive Live Lectures (hours) Discussion Forum / Asynchronous Mentoring (hours) e-Tutorial (hours) e-Content (hours) Self-Study hours including Assessment etc. assignment, project, participating in discussions on the topic, listening to audios, viewing especially prepared videos, etc. That means for 2 credit points student 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 mention below:-

AS PER UGC ODL & OL REGULATION 2020 FOR DELIVERY OF COURSES IN ONLINE MODE WILL BE FOLLOWED BY UNIVERSITY							
Credit value of the course	No. of Weeks	Synchronous Online Counselling / Webinars / Interactive Live Lectures (hours)	Discussion Forum / Asynchronous Mentoring (hours)	e-Tutorial (hours)	e-Content (hours)	Self-Study hours including Assessment etc.	Total Hours of Study (30 hours per credit)
2	6	6	12	10	10	22	60
4	12	12	24	20	20	44	120
6	14	14	28	30	30	66	180
8	16	16	32	40	40	88	240

MASTER OF BUSINESS ADMINISTRATION (MBA)

Duration - 24 Months (2 Years)

Eligibility – Graduation in any discipline

(Gen- 50%, SC, ST, OBC-45%)

PROPOSED 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
SEMESTER-I (COMPULSORY PAPERS)									
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

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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
Total aggregate required to pass		20	800	560	224	-	-	240	96
SEMESTER-II (COMPULSORY PAPERS)									
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
Total aggregate required to pass		20	800	560	224	-	-	240	96
SEMESTER-III									
3MBA1	Business legislation	4	100	70	28	-	-	30	12
3MBA2	Group 1 - Paper I	2	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	Training Project & Viva	4	200	-	-	140	56	60	24
Total aggregate required to pass		20	900	490	196	140	56	270	108

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SEMESTER-IV									
4MBA1	MIS & Decision Support System	4	100	70	28	-	-	30	12
4MBA2	Group 1 - Paper IV	2	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
Total aggregate required to pass		20	900	490	196	140	56	270	108

Evaluation Scheme:

1. 40% in each theory, practical, project, dissertation & internal assessment and also total Aggregate marks for passing is 40%.
2. Each Training Project and Final Project carries 200 marks, with 140 marks for the project report and 60 marks for project viva-voce.

ELECTIVE

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

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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:-

The minimum duration of the Programme is two years. In accordance with UGC ODL and OL Regulation, 2020 for Online Programmes, a learner may complete the Programme within a maximum duration of four years, i.e. double the minimum duration.

Medium:

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

Requirement of faculty and supporting staff:

Faculty: For the Online MBA Programme, The CVRU have designate one Programme Coordinator, one Course Coordinator for each course, and two Course Mentors in the prescribed learner-mentor ratio from appropriately qualified faculty, in accordance with

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applicable UGC ODL and OL Regulation, 2020. These functionaries shall coordinate the development and review of e-learning content, online delivery, learner interaction, academic support and assessment.

Supporting Staff: The Centre for Distance and Online Education shall maintain adequate administrative and technical support for e-content production, LMS and data management, online admission/registration, examination, result processing and learner support in accordance with the applicable UGC human-resource and technical-support as UGC ODL and OL Regulation, 2020. The existing administrative support structure shall be supplemented by the required technical personnel for effective delivery of the Online Programme.

Instructional Delivery Mechanism & Usage of Media for Online Learning:

Instructional Delivery Mechanism: The Programme shall be delivered through the University's LMS. E-learning material shall be designed and delivered in the UGC four-quadrant approach. The online platform shall support learner registration, content delivery, engagement tracking, assessment, results, analytics and reporting.

Quadrant-I: e-Tutorials, including organized video/audio lectures, animations, simulations, demonstrations, virtual labs, activities and transcription of the video;

Quadrant-II: e-Content, including digital Self-Learning Material / self-learning e-modules, e-books, PPTs, illustrations, case studies, web resources, open-source content, research papers, journals, articles, reference links and supplementary learning resources;

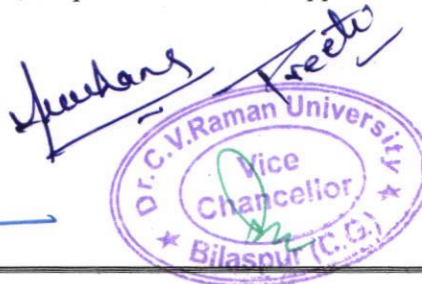
Quadrant-III: Discussion Forum, providing interaction with Course Coordinators and Course Mentors for raising doubts, academic discussion and clarification on a real-time or near real-time basis;

Quadrant-IV: Assessment, comprising MCQs, fill-in-the-blanks, matching questions, short- and long-answer questions, quizzes, assignments, problem-solving exercises, FAQs and clarification of common misconceptions. Academic Counsellors/Course Coordinators shall provide continuous academic and learner support during the Programme.

Online Instructional Delivery Mechanisms

Course delivery shall conform to the UGC Regulations, as amended from time to time. The University shall publish an academic calendar on the LMS covering learner induction, synchronous online sessions, discussion forums, release of e-content, assignments, formative assessments, project activities and end-semester examinations. All counselling and academic interaction for the Online Programme shall be provided online through scheduled live sessions, discussion forums, e-mail, help desk and other approved digital tools.


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Learner Support Services:

Dr. C. V. Raman University Centre for Distance and Online Education shall provide learner support for the Online MBA Programme through a dedicated online help desk, LMS-based notices and dashboards, e-mail, SMS alerts, online guidance and counselling, discussion forums, grievance-redressal mechanisms and remote access to digital library and e-resources. Programme information, e-learning materials, academic calendar, assignments, examination notifications and support contacts shall be made available through the University website and LMS. Learner support for Online mode shall be provided directly by the University.

Online Counselling & Study Structure:

The online counselling and study structure for the MBA Programme is given below:

MBA – ONLINE COUNSELLING & STUDY STRUCTURE											
Master of Business Administration (MBA) Duration: 2 Years Total Credits: 80											
S. No	Semester	Course Code	Name of the Course	Credits	No. of Weeks	Synchronous Online Counselling / Webinar / Live Lectures (hours)	Discussion Forum / Asynchronous Mentoring (hours)	e-Tutorial (hours)	e-Content (hours)	Self-Study incl. Assessment (hours)	Total Study Hours
1	Semester I	1MBA 1	Management Process and Organizational Behavior	4	12	12	24	20	20	44	120
2		1MBA 2	Quantitative Method	2	6	6	12	10	10	22	60
3		1MBA 3	Managerial Economics	2	6	6	12	10	10	22	60
4		1MBA 4	Environment Analysis and Management	2	6	6	12	10	10	22	60
5		1MBA 5	Managerial Skill Development	2	6	6	12	10	10	22	60
6		1MBA 6	Accounting for Managers	4	12	12	24	20	20	44	120
7		1MBA 7	Computer Application for Managers	2	6	6	12	10	10	22	60
8		1MBA 8	Business ethics & CSR	2	6	6	12	10	10	22	60
9	Semester II	2MBA 1	Business policy and Strategic analysis	2	6	6	12	10	10	22	60
10		2MBA 2	Management science	2	6	6	12	10	10	22	60
11		2MBA 3	Human Resource Management	4	12	12	24	20	20	44	120

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MBA – ONLINE COUNSELLING & STUDY STRUCTURE

Master of Business Administration (MBA) | Duration: 2 Years | Total Credits: 80

S. No	Semester	Course Code	Name of the Course	Credits	No. of Weeks	Synchronous Online Counselling / Webinars / Live Lectures (hours)	Discussion Forum / Asynchronous Mentoring (hours)	e-Tutorial (hours)	e-Content (hours)	Self-Study incl. Assessment (hours)	Total Study Hours
12		2MBA 4	Financial Management	2	6	6	12	10	10	22	60
13		2MBA 5	Marketing Management	4	12	12	24	20	20	44	120
14		2MBA 6	Production & operation Management	2	6	6	12	10	10	22	60
15		2MBA 7	Research Methodology	2	6	6	12	10	10	22	60
16		2MBA 8	International Business	2	6	6	12	10	10	22	60
17		3MBA 1	Business legislation	4	12	12	24	20	20	44	120
18		3MBA 2	Group 1 - Paper I	2	6	6	12	10	10	22	60
19		3MBA 3	Group 1 - Paper II	2	6	6	12	10	10	22	60
20	Semester III	3MBA 4	Group 1 - Paper III	2	6	6	12	10	10	22	60
21		3MBA 5	Group 2 - Paper I	2	6	6	12	10	10	22	60
22		3MBA 6	Group 2 - Paper II	2	6	6	12	10	10	22	60
23		3MBA 7	Group 2 - Paper III	2	6	6	12	10	10	22	60
24		3MBA 8	Training Project & Viva	4	12	12	24	20	20	44	120
25		4MBA 1	MIS & Decision Support System	4	12	12	24	20	20	44	120
26		4MBA 2	Group 1 - Paper IV	2	6	6	12	10	10	22	60
27		4MBA 3	Group 1 - Paper V	2	6	6	12	10	10	22	60
28	Semester IV	4MBA 4	Group 1 - Paper VI	2	6	6	12	10	10	22	60
29		4MBA 5	Group 2 - Paper IV	2	6	6	12	10	10	22	60
30		4MBA 6	Group 2 - Paper V	2	6	6	12	10	10	22	60
31		4MBA 7	Group 2 - Paper IV	2	6	6	12	10	10	22	60
32		4MBA 8	Final Project & Viva	4	-	-	-	-	-	-	120

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F) Procedure for admissions, curriculum transaction & evaluation:

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

Admission to the MBA Programme shall be through merit and/or entrance test, as applicable under the rules of the University. A candidate seeking admission to the two-year MBA Programme should have a graduate degree in any discipline (Gen- 50%, SC, ST, OBC-45%) from a statutory/recognised University, as prescribed in the approved Programme requirements. The entire admission process, including application, document verification, fee payment and communication, shall be conducted online as per UGC ODL and OL Regulation, 2020.

Fees:

Sl.	Programme	Duration	Fee charged for complete Programme
1.	M.B.A.	2 Years	84000/-

Financial Assistance:

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

Evaluation system:

The system of evaluation in Online Learning mode shall comprise continuous, formative assessment and summative end-semester assessment using the University LMS and secure examination systems. The Programme shall follow the approved 30:70 assessment pattern, with Continuous Assessment carrying 30 per cent weightage and End-Semester/Term-End Examination carrying 70 per cent weightage, consistent with the UGC-prescribed maximum and minimum weightages for these components. The evaluation system shall include the following:

1. Self –assessment exercises within each unit of study.
2. Continuous evaluation through online course-coordinator marked assignments, quizzes, case analyses, presentations, discussion-forum participation and other approved online activities, including computer/software-based learning activities wherever applicable.
3. Proctored End-Semester Examination / Term-End Examination.
4. Project works.



Learners shall complete and submit the prescribed continuous assessment/TMA responses through the LMS within the notified timelines before appearing in the End-Semester/Term-End Examination. The University shall maintain records of learner engagement and assessment through its LMS/evaluation systems. End-Semester / Term-End Examinations for the Online MBA Programme shall be conducted through technology-enabled secure online testing and/or proctored examination in conformity with UGC norms, with learner identity authentication and appropriate security arrangements to ensure transparency, credibility and academic integrity.

- (a) Internal Assessment (Continuous Assessment i.e. Home Assignment): 30 % weightage.
- (b) End semester examination/Term End Examination - 70 % weightage

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

The University shall conduct End-Semester/Term-End Examinations in the semester system as per the notified academic calendar. For Online mode, examinations shall be conducted through technology-enabled secure online testing and/or proctored examination in conformity with UGC norms, with appropriate identity authentication and security arrangements. Students will be permitted to appear 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.

(c) Project Work

The Training Project & Viva and Final Project & Viva, each carrying 200 marks, shall be completed under the guidance of University-approved Project Supervisors. Project supervision, academic interaction and submission shall be carried out through the LMS and other University-approved online systems. Learners shall submit the prescribed project report in digital format, and the viva-voce shall be conducted through a secure online/video-conferencing or other University-approved mode in the presence of an external examiner, wherever prescribed, with appropriate learner identity verification and safeguards for the integrity of assessment.

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G) Requirement of the laboratory support and library resource:

The Online MBA Programme does not require any mandatory physical laboratory course as a curricular requirement. Technology-enabled learning activities, including Computer Application for Managers and other software/analytical activities wherever applicable, shall be facilitated through the University LMS, virtual demonstrations and approved digital tools. Learners shall be provided remote access to digital library resources, including e-books, e-journals, databases, reference materials and other e-resources through the University/CDOE library systems.

H) Cost estimates of the Programme and the provision:

The MBA curriculum has been offered earlier; however, for Online mode the Programme delivery system and e-learning resources require continuous development and upgradation in accordance with applicable UGC requirements. The current cost estimate of Rs. 21,70,000/- includes development/upgradation of four-quadrant e-learning material, audio-video production, LMS, online learner support, Programme delivery, assessment/proctoring and maintenance. A provision of Rs. 22,00,000/- has been made for the Programme.

I) Quality assurance mechanism and expected Programme outcomes:

The Centre for Internal Quality Assurance (CIQA), CDOE shall monitor the Online MBA Programme through periodic review of the curriculum, e-learning material, LMS-based delivery, learner engagement, assessment practices, learner-support services and stakeholder feedback. E-learning materials shall be reviewed against applicable UGC quality standards, including the four-quadrant design, accessibility, academic integrity, learning outcomes and currency of content. CIQA shall undertake annual quality review and academic audit and recommend corrective and improvement measures. Learner feedback and LMS analytics shall be used for continuous improvement. The PPR and subsequent revisions shall be implemented after approval by the appropriate statutory authority of the University and monitored for proper implementation.

Expected Outcomes of Programme:

- To acquire advanced knowledge of the principles, functions and mechanisms of Business Management.
- To apply analytical, strategic and quantitative techniques relevant to the management courses studied.
- To develop practical exposure, research orientation, managerial problem-solving and decision-making skills.
- To develop leadership, communication, teamwork and presentation skills for professional and academic settings.

