

Mewar University

Gangrar, Chittorgarh , (Raj.)



Program Project Report

“Master of Business Administration” (MBA)



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(a). Program’s Mission and Objectives:

The program’s mission is to impart, train and transform a student completely for high calibre competence through latest concepts and technology and equip the students as per the demands of the industry. The program aims to achieve the following objectives

- To provide an opportunity to get a MBA degree to those who find it difficult or even impossible to pursue regular MBA course at a University either due to their job commitments or certain other circumstances.
- To help the learners, study at their own pace, from their own chosen place.
- To provide adequate basic understanding about business and commerce among the students.
- To develop skills in matters related to commerce and management.
- To create an additional avenue of self-employment and also to benefit various financial/commercial/business institutions by providing them with suitable qualified persons.
- To develop Information Technology skills in the students, which now a days is essential in business and commerce.

(b). Relevance of the Program with HEI’s Mission and Goals:

Mewar University is a state private university set up by the Government of Rajasthan through Act. No. 4 of 2009, passed by the Rajasthan Assembly (Govt. of Rajasthan). The University is further approved by the UGC under section 2 (f) of the UGC Act 1956, with the right to confer degree under section 22(1) of the UGC Act vide letter No.F.9-15/2009 (CPP-I) dated 30th March 2009. The university has a vision "To create an Institution with a different perspective: Innovative research-driven academic programs; engaging & retaining outstanding faculty; providing world- class, yet affordable, education in various areas of study, and thus to develop highly qualified and globally competitive professional experts capable of understanding the challenges of rapidly changing world and contributing to the evolution of society based on human values and peaceful co-existence."

This is highly relevant to the HEI’s mission and goals as it aims to provide quality education to all those aspiring candidates who seek to grow as a professional.

(c). Nature of Prospective Target Group of Learners:

The curriculum of MBA is designed in such a way that it helps the students to become not only more employable but also encourage them to become entrepreneurs. The course provides the necessary skill sets for students to pursue a career across multiple domains in the industry. This course covers aspects like Accounting, Economics and Banking enabling the students to achieve a blend of skill sets necessary in dynamic world. Primarily the target group of learners will be:

- Those deprived of admission in the regular mode due to limited intake capacity.
- Those employed in various organizations who desire to pursue higher education as a passion or as a means for movement up the promotional ladder.
- Drop outs primarily due to social, financial and economic compulsions as well as demographic reasons.
- Population of any age and those living in remote areas where higher education institutes are not easily accessible.

(d). Appropriateness of the Program for Acquiring Specific Skills and Competence-

The program being offered in distance mode of education, it would be of utmost value for students being transformed as a professional. The program would enhance and build the entrepreneurial skill sets with every learner. The program would equip every student to have an ability for logical reasoning which is necessary for every professional in this dynamic business world.

Moreover, to keep the quality intact the curriculum and syllabus has been designed at par with the conventional mode keeping in mind the specific needs and acceptability of the learners in the distance mode and in keeping with the aims and objectives of the University.

(e). Instructional Delivery Mechanism:

Curriculum Design: The curriculum is designed by a committee comprising experts from the parent department of the Mewar University and industry experts, keeping in view the needs of the diverse groups of learners. The delivery will be compactly bonded with digital learning technologies for world class learning.

- Curriculum Design:** The curriculum is designed by a committee comprising experts from the parent department of the Mewar University and Industry experts, keeping in view the needs of the diverse groups of learners.
- Detailed Syllabus:** As per the under graduate course offered in the regular mode by Mewar University.

- iii. **Duration of the Program:** Minimum 2 years. Nevertheless, the students would have to complete the program as per UGC guidelines.
- iv. **Student Support Service:** Our library and additional obtainable amenities for education in distance mode shall be made available to our learners also. Further, in order to successfully execute the programme, a wide range of support services are provided to the Open and distance learners. The various support services are as follows:
- (a) State of the Art Library: Our library and additional obtainable amenities for education in distance mode shall be made available to our learners also. Along with this, students will be provided with quality Self Learning Material (SLM) (Printed & Soft Copy).
- (b) Learning Management System (L.M.S.): Mewar University has a dedicated dynamic LMS for students where they can get all the information regarding its study material, programs, up-coming events, examination results etc.
- v. **Faculty:** 1 Full – time Professor, 1 Associate Professor & 2 Assistant Professors.
- vi. **Media:** Print, Audio/Video, Online & Student Support System.

vii. Credits Mapping :

Program Structure:

Semester I

S.No	Course Code	Paper	Credit
1	DMBA-111	Principles and Practices of Management	4
2	DMBA-112	Managerial Economics	4
3	DMBA-113	Accounting and Financial Analysis	4
4	DMBA-114	Business Statistics	4
5	DMBA-115	Financial Management	4
6	DMBA-116	Human Resource Management	4
7	DMBA-117	Marketing Management	4
8	DMBA-118	Computer Application in Management	4

Semester II

S. No	Course Code	Paper	Credit
1	DMBA-121	Research Methodology	4
2	DMBA-122	Organizational Behaviour	4

3	DMBA-123	Strategic Management	4
4	DMBA-124	Management Accounting	4
5	DMBA-125	Business Law	4
6	DMBA-126	Introduction to Event Management and PR	4
7	DMBA-127 (Elective-I)	Personal Growth, Training and Development	4
		Marketing of Services	
		Securities Analysis and Investment Management	
8	DMBA-128 (Elective-II)	Industrial Relation and Labour Enactment	4
		Marketing Research	
		Tax Planning and Financial Reporting	

Semester III

S. No	Course Code	Paper	Credit
1	DMBA-361	E-Commerce	4
2	DMBA-361	Artificial Intelligence For Business & Management	4
3	DMBA-361	Industrial Training / Project Report and Viva-Voce	4

Semester IV

S. No	Course Code	Paper	Credit
1	DMBA-231	Operation Research	4
2	DMBA-232	Management Information System	4
3	DMBA-233	Entrepreneurship Development	4
4	DMBA-234	Project Management	4
5	DMBA-235	Corporate Governance, Values and Ethics	4
6	DMBA-236	Event Team and Crew Management	4
7	DMBA-237 (Elective-I)	Team Building and Leadership	4
		Sales and Distribution Management	
		Derivatives and Forex Management	
8	DMBA-238 (Elective-II)	Negotiation and Counseling	4
		Retail Management	
		Fundamental of Goods and Services Tax	

(f). Procedure for Admissions, Curriculum transaction and Evaluation:

Our counselors guide the students for admission process based on the eligibility norms.

Eligibility - The minimum eligibility for MBA program is a Graduate from any stream

Course Fee Plan:

Lump Sum Fees

- Rs. 50,500/-

Programme Fees

- First Semester – Rs. 10500/-
- Second Semester – Rs. 10500/-
- Third Semester – Rs. 10500/-
- Fourth Semester – Rs. 10500/-

Examination Fee will be Rs. 2000/- per semester

One time Admission Fee will be Rs. 500/-

The curriculum is delivered through the Printed Self Learning Materials (SLMs) and Face to Face Counseling Session supported by audio-video aids through the contact hour classes conducted at the Headquarters, i.e. Mewar University Campus.

Evaluation System:

The examination has two components that is

- (a) Continuous Evaluation (Assignments) 30%
- (b) Term End Examination (University Examination) 70%.

Each student has to complete and submit 2 assignment in each of the theory paper before being eligible to appear for the term end examination.

Minimum qualifying marks in each paper is 40% individually in internal and term end examination.

The evaluation and assessment of the students enrolled to this program is conducted on the basis of their continuous assessment assignments and performance in the term end examination.

Requirement of Laboratory and Library Resources: Mewar University facilitates world class infrastructure to its students to provide extensive and exclusive support for maintaining necessary

learning environment, used by students and faculty like :

The University has a well-stocked and fully computerized library, which serves as a catalyst in the learning process.

To ignite the intellectual spirit in young minds, a stock of about 50,000 latest books, large collection of video/audio CDs, industry and company information sources are made available to the students.

The University has course-wise departmental libraries and a central library to provide adequate support for complete academic pursuit.

Kept open and accessible 12 hours a day, the library includes a separate display section announcing new arrivals. The unique feature of the Mewar University library is its Electronic Media Library Division. It grants access to Indian and Global database related to programs and training materials, which are also made available in CD-ROMs. Major features of the library include:

- Study and Reference Books
- Large collection of National & International Journals
- Reading Halls for more than 200 Students
- Special Reading Room for Researchers and Teachers
- Computerised Library Management System
- Online Workstations connected with 10Mbps Internet Connectivity
- Audio-Visual Library Section
- Career Guidance Section
- Magazines and Periodicals Section
- A separate Reference Section is maintained for important and rare books.
- Easy operation through automated library procedures and Bar Code system
- Digital Library – to provide access to e-Journals, to download desired material

(g). Cost Estimate of the Program & the Provision: The Estimate of Cost & Budget could be as follows (all figures on Annual basis) :

- i. Salaries : Rs. 30,00,000/- (Approx.)
- ii. Travel : Rs. 30,000/- (Approx.)
- iii. Seminars : Rs. 40,000/- (Approx.)
- iv. SLM Preparation, Printing, Distribution : Rs. 3,00,000/- (Approx.)
- v. Library : 1,25,000/- (Approx.)
- vi. Courier/Transportation : Rs. 50,000/- (Approx.)
- vii. Infrastructure : Rs. 1,50,000/- (Approx.)
- viii. Computer Labs & Leased Line : Rs. 1,00,000/- (Approx.)

(i). Quality Assurance Mechanism and Program Outcome:

The university has its established a IQAC, which is responsible for assessing and monitoring the quality of the all the courses through monitoring, mentoring. The Quality Assurance Cell includes the Deans of the different Faculty, Nominated Heads of the concerned departments.

After successful completion of this course students will be able to:

- Understand the basic area in business management.
- Grasp strategic perceptions of the fast-changing global scenario.
- Apply a multi-dimensional approach to overcome complex business problems.
- Apply a knowledge of key concepts for making quantitative decisions
- Apply necessary skills required for understanding and provide a solution for a range of challenges in management of a business organization