

Programme Project Report (PPR)

for

**Open Distance Learning (ODL) Programme under
Centre for Distance and Online Education (CDOE)**

**Master of Business Administration (Management Studies)
MBA (MS)**

Course Co-ordinator(s):

- 1 Dr.O.Mohammad Rafi
- 2 Mr.V.V.Ramanaiah



YOGI VEMANA UNIVERSITY

Re-accredited by NAAC 'A' Grade with CGPA of 3.13/4.0 (2nd Cycle)

Vemanapuram, Kadapa-516005, Andhra Pradesh, India

2023

Master of Business Administration (Management Studies)

MBA (MS)

(Open & Distance Learning Programme – Post Graduate Programme)

(a) Programme's Mission & Objectives

Our Mission:

To be a catalyst of progressive knowledge through continuous management education thereby elevating the entrepreneurial, managerial, and leadership qualities among the potential human resources.

Our Objectives

The MBA in Human Resource Management Programme aims to achieve the following objectives:

- To provide an alternative mode of affordable quality education in the field of management studies.
- To offer a comprehensive state-of-the-art curriculum leading to an MBA (MS) Professional Degree
- To disseminate the teaching and learning process through the use of educational technology to suit the academic pursuits of educated citizens.
- To identify and offer courses on par with the industrial expectations to all qualified personnel.
- To provide change management in Distance mode through inquiry-based curriculum updating and with the use of innovative E-Learning teaching aids.

(b) Relevance with HEI's Mission & Goals.

- To constantly raise the quality of engineering education thereby to produce superior human resource to match rapid technological developments
- To share its academic experience and infrastructure with other institutions for providing quality education across the State and help students to fulfill their dreams.
- To uphold the highest ethical and professional standards while imparting engineering education and while fulfilling its obligations to students and staff.
- To serve society with technological advancement and to actively take part in building knowledge-based society

(c) Nature of prospective target group of learners.

The MBA (MS) Programme is designed and intended primarily to meet the needs of working professionals for enhancing their knowledge and for those who wish to broaden and deepen their understanding of the various techniques and strategies of managing organization and people. It provides flexibility to the learner to continue their studies without compromising on quality of education and course content, as they are pursuing their professional work.

This group largely includes working or self-employed professionals in business, corporate companies, and IT enabled service industry. Nevertheless, a good part of the enrolled students include fresh graduates who want to study at leisure or engaged at some other profession. It also comprises of women learners who wish to continue their education after taking a break in study due to family life cycle, thereby unleashing their potential.

(d) Appropriateness of programme to be conducted in ODL mode to acquire specific skills and competence.

- In its effort towards contribution of knowledge generation and dissemination the program is expected to Enhance employability by upgrading their professional and managerial skills
- Nurture creativity and entrepreneurship by gaining business acumen through case studies and educating how to communicate and negotiate effectively to achieve organizational and individual goals.
- Instill sensitivity among the students to become thought provoking leaders to face the challenges of a dynamically unstable environment.
- Sensitize them to understand ethical issues and dilemmas that businesses often face.

(e) Instructional Design:

Curriculum Design: Master of Business Administration (Management Studies)
The MBA (MS) is a two-year programme divided into 4 Semesters.

The list of courses offered during these Semesters is as follows:

Semester	Course Code	Title of the Course	Core Elective	No of credits	Hours per week	Sessional Marks	Semester End Marks	Exam Duration	Maximum Marks
SEMESTER - I	MBA 12 001	Principles of Management	Core Online/ Offline	4	4	30	70	3Hrs	100
	MBA 12 002	Organizational Behaviour	Core	4	4	30	70	3Hrs	100
	MBA 12 003	Business Communication	Core	4	4	30	70	3Hrs	100
	MBA 12 004	Managerial Economics	Core	4	4	30	70	3Hrs	100
	MBA 12 005	Research Methodology and Business Analytics	Core	4	4	30	70	3Hrs	100
	MBA 12 006	Accounting For Managers	Core	4	4	30	70	3Hrs	100
	MBA 12 007	Information Technology for Management	Core	4	4	30	70	3Hrs	100
	MBA 12 008	Human Values and Professional Ethics	Audit	--		100	--	--	
		Comprehensive Viva -Voce							50
Total				28					750
SEMESTER - II	MBA 22001	Marketing Management	Core	4	4	30	70	3Hrs	100
	MBA 22002	Principles of Human Resource Management	Core Online/ Offline	4	4	30	70	3Hrs	100
	MBA 22003	Financial Management	Core	4	4	30	70	3Hrs	100
	MBA 22004	Production Management	Core	4	4	30	70	3Hrs	100
	MBA 22005	Operations Research	Core	4	4	30	70	3Hrs	100
	MBA 22006	Business Environment	Core	4	4	--	100	3Hrs	100
	MBA 22007	Dynamics of Leadership	Audit	--		100	--	--	
	MBA 22009	Fundamentals of Business Management		4	4	30	70	3Hrs	100
		Comprehensive Viva -Voce							100
Total				28					800

Semester	Course Code	Title of the Course	Core Elective	No of credits	Hours per week	Sessional Marks	Semester End Marks	Exam Duration	Maximum Marks
SEMESTER - III	MBA 32001	Business Law	Core	4	4	30	70	3 Hrs	100
	MBA 32002	Total Quality Management	Core Online / Offline	4	4	30	70	3 Hrs	100
	MBA32311	Services Marketing		4	4	30	70	3 Hrs	100
	MBA32312	Sales & Distribution Management		4	4	30	70	3 Hrs	100
	MBA32321	Cost Accounting for Management		4	4	30	70	3 Hrs	100
	MBA32323	Financial markets and Derivatives		4	4	30	70	3 Hrs	100
	MBA 32331	Management Of Industrial Relations		4	4	30	70	3 Hrs	100
	MBA32332	Employee Compensation Administration		4	4	30	70	3 Hrs	100
	MBA 32003	Entrepreneurship Development		4	4	30	70	3 Hrs	100
	Comprehensive Viva-Voce								
Total				28					750
SEMESTER - IV	MBA 42001	Strategic Management	Core	4	4	30	70	3 Hrs	100
	MBA 42002	Entrepreneurship Development	Core Online/ Offline	4	4	30	70	3 Hrs	100
	MBA42412	Advertising & Sales Promotion		4	4	30	70	3 Hrs	100
	MBA42413	Retailing Marketing		4	4	30	70	3 Hrs	100
	MBA42421	Security Analysis And Portfolio Management		4	4	30	70	3 Hrs	100
	MBA42422	Financial Risk Management		4	4	30	70	3 Hrs	100
	MBA 42431	International Human Resource Management		4	4	30	70	3 Hrs	100
	MBA42432	Strategic Human Resource Management		4	4	30	70	3 Hrs	100
	MBA42003	Project dissertation		8	--	--	--	3 Hrs	100
		Project Viva – Voce							50
		Project Seminar							50
Total				32					800

(f) Procedure for Admission, Curriculum Transaction and Evaluation:

- **Eligibility:** Undergraduate Degree
- **Course Duration :** Min- 2 Years Max- 4 Years
- **No. of Semesters :** 2 + 2 = 4 Semesters
- **Curriculum Transaction:** Self-Study through SLM; Assignment; A/V lessons
- **Evaluation:** Learners shall be assessed for Assignments, Students' Response Sheets, Contact Programmes, and Annual Examination.
- **Passing Percentage:** Pass marks - 35% in each theory course and 40% in aggregate
- **Calculation of Division:** First Division – 60% and above;
Second Division - 50% to <60%;
Pass – 40% to < 50%

(g) Requirement of laboratory support and library Resources :

1. Requirement of undergoing Practical Work: N.A.

2. Library Resources & Access to the Library:

Dr.A.P.J.Abdul Khalam Central Library, Yogi Vemana University	
Category	No. of Titles
Books	1014
Journals	7
Canonical Literature	4
Encyclopedias	6
Ph.D. Theses	144
E-Journals (in UGC-Infonet, renamed as E-Shodh Sindhu)	1263
DVDs – Educational Videos	2

- 3. Infrastructure Facilities available in the Institute:** The Institute has well-equipped laboratories; smart classrooms for conducting Contact Classes; seminar halls for seminars/workshops/face-to-face discussions; guest house; canteen; gymnasium; auditorium for large gatherings etc.

(h) Cost Estimate of the Programme and provisions:

Sl.	Item	Amount (Rs.)
1.	Salary to Faculty	2400000
2.	Salary to Non-Teaching Staff	879974
3.	Study Material (Printing & Consultancy)	400000
4.	Laboratory facilities	0
5.	Internal Assessment (Evaluation)	100000
6.	Examination & Evaluation	650000
7.	Books & Periodicals	30000
8.	Postage	60000
	Total	4519974

(i) Quality assurance mechanism and expected programme outcomes:

Yogi Vemana University has an IQAC with the following objectives:

- 1) To build and ensure a quality culture, appropriate structure, and processes with enough flexibility to meet the diverse needs of the stakeholders at the University.
- 2) Meant for planning, guiding, and monitoring Quality Assurance (QA) and quality enhancement (QE) activities of the University.
- 3) To channel and systemize the efforts and measures of the University toward academic excellence.
- 4) The IQAC submits the Annual Quality Assurance Report of the University duly approved by statutory bodies of the University to NAAC regularly.

The CDOE of Yogi Vemana University created the Centre for Internal Quality Assurance (CIQA) in accordance with the ODL Regulations 2020 with the following outcomes:

- Unleashing new ideas
- Higher level of cooperation and collaboration between institutions Innovation for problem-solving
- Creates a new paradigm in knowledge systems Reliance on National Knowledge Network
- Pooling of resources by different institutions Innovation in knowledge acquisition
- New programmes


Director, CDOE
DIRECTOR
CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)
YOGI VEMANA UNIVERSITY,
KADAPA - 516005.




Registrar
REGISTRAR
YOGI VEMANA UNIVERSITY
KADAPA - 516 005.