# Programme Project Report (PPR)

## *for*

# Open Distance Learning (ODL) Programme under

# Centre for Distance and Online Education (CDOE)

# Master of Business Administration (Human Resource Management)

# MBA (HRM)

**Course Co-ordinator(s):**
1. Mr. P.Rajasekhar
2. Mr. T.Anil Dev Kumar

# 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 (Human Resource Management) MBA (HRM)

## (Open & Distance Learning Programme – Post Graduate Programme)

### (a) Programme's Mission & Objectives

**Our Mission:**

The Centre for Distance and Online Education (CDOE) of Yogi Vemana University, since its inception, has been striving hard to serve the students who are otherwise deprived of higher education. It has become a lighthouse of learning for people of all ages and genders, particularly for such people who, for different reasons, cannot avail themselves of the higher course of studies as regular full-time students. It aims to promote holistic development through academic excellence, employability, acquisition of analytical skills and higher research. Keeping this mission and objective in mind CDOE has introduced MBA (Human Resource Management) programme under open and distance learning mode of education intending to provide greater opportunities for access to higher education. The motive is to develop managerial skills among the rural as well as urban people. This course has been designed for all willing, qualified, and working people who could not pursue their education in a regular mode.

**Our Objectives**

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

➢ to provide a learning curve to the students that can be readily transferred into daily practices, especially in human resources.

➢ It focuses on basic functions such as HR planning, selection, performance management, recruitment management, compensation management, and performance appraisals.

➢ It also sheds light on labor relations, interpersonal skill development, organizational behavior, and the development of organizational policies.

➢ to develop HR professionals capable of handling vital HR roles in public and private HR firms such as HR specialists, employment relations, and more.

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

The CDOE of Yogi Vemana University has developed an innovative programme for the Master of Business Administration (HRM). The relevance of this programme under ODL mode of education is to develop entrepreneurship skills in the hard situation of the present days. The CDOE has introduced this programme under open and distance learning (ODL) mode of education with a view to providing greater opportunities of access to higher education.

MBA (HRM) is a management programme with a special focus on the role and importance of management in modern businesses. Students learn the inside out of the modern business world and are groomed to become highly creative and focused management professionals.

**(c) Nature of prospective target group of learners.**
This MBA (HRM) program aims for aspirant professional and economically backward students including students of rural background who could not study in regular mode. Students who are graduates but could not find an opportunity to go for postgraduate studies in regular mode of education due to the limitation of seats; we offer them the best of opportunity by offering this MBA (HRM) program at postgraduate level. In addition, students who have already started working after graduation can opt for this MBA (HRM) program to increase their qualification, thereby improving their job prospects.

**(d)** Appropriateness of programme to be conducted in ODL mode to acquire specific skills and competence.
- o Develop manpower with specialized knowledge to cater the demand of business in the manufacturing and service sectors.
- o To cater to the demand of local industries and organizations in the different specialized areas.
- o To develop skilled manpower for economic progress.

**(e)** Instructional Design:
(i) Curriculum Design: Master of Business Administration (Human Resource Management)
The MBA (HRM) 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 & HRM12001 | Principles of Management | Core Online/ Offline | 4 | 4 | 30 | 70 | 3Hrs | 100 |
| | MBA & HRM12002 | Organizational Behaviour | Core | 4 | 4 | 30 | 70 | 3Hrs | 100 |
| | MBA & HRM12003 | Business Communication | Core | 4 | 4 | 30 | 70 | 3Hrs | 100 |
| | MBA & HRM12004 | Managerial Economics | Core | 4 | 4 | 30 | 70 | 3Hrs | 100 |
| | MBA & HRM12005 | Research Methodology and Business Analytics | Core | 4 | 4 | 30 | 70 | 3Hrs | 100 |
| | MBA & HRM12006 | Accounting For Managers | Core | 4 | 4 | 30 | 70 | 3Hrs | 100 |
| | MBA & HRM12007 | Information Technology for Management | Core | 4 | 4 | 30 | 70 | 3Hrs | 100 |
| | MBA & HRM12008 | Human Values and Professional Ethics | Audit | -- | | 100 | -- | -- | |
| | Comprehensive Viva -Voce | | | | | | | | 50 |
| **Total** | | | | **28** | | | | | **750** |
| SEMESTER - II | MBA &HRM 22001 | Marketing Management | Core | 4 | 4 | 30 | 70 | 3Hrs | 100 |
| | MBA & HRM 22002 | Principles of Human Resource Management | Core Online/ Offline | 4 | 4 | 30 | 70 | 3Hrs | 100 |
| | MBA & HRM 22003 | Financial Management | Core | 4 | 4 | 30 | 70 | 3Hrs | 100 |
| | MBA & HRM 22004 | Production Management | Core | 4 | 4 | 30 | 70 | 3Hrs | 100 |
| | MBA & HRM 22005 | Operations Research | Core | 4 | 4 | 30 | 70 | 3Hrs | 100 |
| | MBA & HRM 22006 | Business Environment | Core | 4 | 4 | -- | 100 | 3Hrs | 100 |
| | MBA & HRM 22007 | Dynamics of Leadership | Audit | -- | | 100 | -- | -- | |
| | Comprehensive Viva -Voce | | | | | | | | 100 |
| | MBA 22009 | Fundamentals of Business Management | | 4 | 4 | 30 | 70 | 3Hrs | 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 & HRM 32001 | Business Law | Core | 4 | 4 | 30 | 70 | 3 Hrs | 100 |
| | MBA & HRM32002 | Total Quality Management | Core Online / Offline | 4 | 4 | 30 | 70 | 3 Hrs | 100 |
| | MBA & HRM 32331 | Management Of Industrial Relations | | 4 | 4 | 30 | 70 | 3 Hrs | 100 |
| | MBA & HRM 32332 | Employee Compensation and Administration | | 4 | 4 | 30 | 70 | 3 Hrs | 100 |
| | MBA & HRM 32333 | Employee welfare & Labour Administration | | 4 | 4 | 30 | 70 | 3 Hrs | 100 |
| | HRM 32335 | Human resource Development | | 4 | 4 | 30 | 70 | 3 Hrs | 100 |
| | Comprehensive Viva-Voce | | | | | | | | 50 |
| | MBA & HRM 32003 | Entrepreneurship Development | | 4 | 4 | 30 | 70 | 3 Hrs | 100 |
| | **Total** | | | | | | | | **750** |
| SEMESTER - IV | MBA & HRM 42001 | Strategic Management | Core | 4 | 4 | 30 | 70 | 3 Hrs | 100 |
| | MBA & HRM 42002 | Entrepreneurship Development | Core Online/Offline | 4 | 4 | 30 | 70 | 3 Hrs | 100 |
| | MBA & HRM 42431 | International Human Resource Management | | 4 | 4 | 30 | 70 | 3 Hrs | 100 |
| | MBA & HRM 42433 | Labour Legislations | | 4 | 4 | 30 | 70 | 3 Hrs | 100 |
| | HRM 42434 | Performance Management & Employee Counseling | | 4 | 4 | 30 | 70 | 3 Hrs | 100 |
| | HRM 42435 | Human Resource Management in Service Sector | | 4 | 4 | 30 | 70 | 3 Hrs | 100 |
| | HRM **42003** | Project Dissertation | | 8 | | | | | 100 |
| | | Project Viva- Voce | | | | | | | 50 |
| | | Project Seminar | | | | | | | 50 |
| | **Total** | | | | | | | | **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:** <u>N.A</u>.

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.