

Assessment of the proposals of MBA (MS & HRM) Programmes submitted for offering under the Open Distance Learning Mode



by
UNIVERSITY GRANTS COMISSION (UGC)
Distance Education Bureau
35, Feroze Shah Road, New Delhi-110 001

from

Prof. K.KRISHNA REDDY, DIRECTOR

Online Registration ID - HEI-P-U-0045

YOGI VEMANA UNIVERSITY

Accredited by NAAC 'A' Grade with CGPA 3.13 / 4.0

Centre for Distance and Online Education (CDOE)
Vemanapuram, Kadapa-516005, Andhra Pradesh, India

<https://cdoe.yvu.edu.in> directorcdoe@yvu.edu.in 9703000276



Institutional level details (As applicable)		
Year of establishment and Type	2006 and STATE UNIVERSITY	
Single/Dual mode	DUAL MODE	
HEI under 2(f) or Section 3	UGC 2(f) and UGC 12(B)	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/01-UGC-2f-12B.pdf
NAAC or NIRF (as applicable)	NAAC Score: 3.13 and Valid till Nov. 08, 2027 Not Applicable	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/02-NAAC-Certificate.pdf
Statutory Bodies approval under its Act	Provision to offer ODL progs	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/06-Approval-of-Statutory-Bodies.pdf
Affidavit	Affidavit submitted is <ul style="list-style-type: none"> • Original • In the prescribed format • Duly notarized • Duly signed 	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/04-Affidavitt.pdf
Director appointment (for Dual mode University) / Head for each school	Name : K.KRISHNA REDDY Qualification: M.SC., M.Phil., Ph.D. Experience: 35 years; Designation: Professor; Appointment Letter & Joining Letter: Enclosed	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/10-Director-Appointment-Joining-Report_compressed.pdf
A copy of the application is displayed on HEI website		https://cdoe.yvu.edu.in/wp-content/uploads/2023/11/00-MBA-Proposal-Submitted-to-UGC.pdf
Built up area is adequate as per Regulations	Yes, The total build-up area for ODL activities designated 18900 Sq.ft . (a minimum of 15,000 sq.ft. carpet area, as required by DEB regulations)	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/09-Built-up-Area.pdf
Territorial Jurisdiction as per UGC (ODL Programmes and Online Programmes) Regulations, 2020 • Based on TYPE of the HEI	Yogi Vmena University is a State University, YSR-Kadapa and Annamayya District	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/07-Jurisdiction.pdf
Administrative staff	Adequate number Administrative staff appointed as per UGC-DEB regulations.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/12-Administrative-Staff.pdf

2. Programme wise information

2.1 Proposed Programme name (other than Science programme): **Master of Business Administration (Management Studies) [MBA (MS)]**

Programme offered in Conventional mode (For Dual Mode HEIs)	a. Programme offered in conventional mode with same nomenclature	Yes, in ODL mode the MBA(MS) program is offered in the conventional mode with the same nomenclature.	Conventional Mode: https://bm.yvu.edu.in/mba/ ODL Mode: https://cdoe.yvu.edu.in/mba-ms/
	b. One batch passed out	Yes, Thirteen batches have completed the course, and as evidence of their achievement, the latest Consolidated Marks Memo and Original Degree certificates are attached	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/01.1b-Conventional-mode-MBA-MSone-batch-Passed-out-.pdf
	c. Compliance of programme offered not only through affiliated colleges	The proposed program will be directly offered by Yogi Vemana University and not through affiliating colleges, in compliance with UGC-DEB guidelines.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/01.1c-Conventional-mode-MBA-MS-offered-Directly.pdf
Equivalence to Conventional Mode (For Dual Mode HEIs)	a. Same Entry Level Qualifications	Yes, BBA/BBM/B.Com with all combinations Any bachelor's degree except BOL. Please compare Yogi Vemana University and CDOE Website	https://bm.yvu.edu.in/wp-content/uploads/2023/06/New-Regulation-2021-22.pdf (Physical Mode)
	b. Same Curriculum	Yes, the same subjects, and course structure for the MBA (MS) program's curriculum	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/MBA-General_MS-HRM.pdf (ODL Mode)
	c. Same Teaching Learning Scheme	A similar scheme to be adopted with contact classes on week-ends and certain public holidays.	
	d. Same Pattern of Question Papers for End Semester Examination or Term End Examination	For the conventional/Physical mode and ODL mode, the same pattern of question papers for the End Semester Examination or Term End Examination for 4 Semesters is to be followed, based on the academic regulations of Yogi Vemana University	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/01.2d-I-Semester-end-external-QP-MBA-MS.pdf
	e. Same Pass or Fail Criteria	Yes, for conventional /Physical mode and ODL mode same Pass or Fail Criteria to be followed based on the Academic regulations of the Yogi Vemana University.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/01.2e-Pass-or-Fail-Criteria.pdf
Faculty	a. Adequate Faculty availability	Yes, For the two MBA programs, the qualifications, appointment letters, and joining reports of four faculty members (two for each program) according to the list.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/01.3a-Adequate-MBA-MS-faculy.pdf
	b. Faculty on 'full-time' dedicated basis	The contractual Assistant Professors are appointed on 'full-time' basis.	
	c. Appropriate designations	Details are shown in CDOE website	https://cdoe.yvu.edu.in/faculty/

PPR & SLM	a. PPR approved by HEI Statutory Authorities	* Copies of all PPRs & and approval of statutory bodies provided: • Copies of PPRs submitted for all the proposed programmes • Approval of statutory bodies for all PPR submitted	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/13-PPR-Statutory-Bodies_compressed.pdf
	b. SLM approved by HEI Statutory Authorities	•Copy of approval of statutory bodies for SLMs of all the proposed programmes submitted •Preparedness of SLM submitted as per UGC Regulation: Post Graduate Programmes (2 years duration):First year.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/14-Approval-of-statutory-bodies-for-SLMs.pdf
	c. Minimum 60% contents developed in-house details of outsourced content (if applicable)	Not Applicable, as the SLM contents are developed in-house by the MBA (MS) and MBA (HRM) faculty.	-----
	d.” “Study Learning Material readiness” details	• Common syllabus adopted for MBA(MS) and MBA(HRM) I & II Semesters. • I & II Semester SLM for MBA(MS) and MBA(HRM) uploaded @ cdoe.yvu.edu.in.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/YVU-MBA.pdf
	e. Learning Outcomes defined	In brief, the learning outcomes of an MBA in Management Studies include developing strategic thinking, leadership skills, analytical and critical thinking abilities, proficient communication, financial acumen, a global business perspective, an entrepreneurial mindset, effective team collaboration, ethical decision-making, and a commitment to continuous learning.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/01.4e-Learning-Outcome-MBAMS.pdf
Assessment	a. Minimum 70% End Semester Examination	Minimum 70% End Semester Examination" essentially sets a benchmark for the expected level of achievement in the final examination at the end of a semester. Students are expected to score at least 70% to meet the minimum academic standards or requirements. This criterion is often used as an indicator of satisfactory comprehension and application of the knowledge acquired throughout the semester.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/01.5-Assessment-MBA-MS.pdf
Regulatory Authority Approval / Recommendations, as applicable		Approval from the Regulatory Authority and recommendations are obtained for MBA (HRM) Programme in ODL mode.	-----
Intake & LSC	a. Intake – max. 3 times the conventional intake	In take for MBA (HRM) : 60+ 06 (EWS) + 24 (Sponsored) = 90 students	https://bm.yvu.edu.in/overview/
	b. Programme to be offered from the Head Quarters and/or only from such Learner Support Centres which are offering same programme under conventional mode atleast for seven years	The program will be offered either from the headquarters or exclusively from those Learner Support Centers that have been offering the same program under the conventional mode for at least seven years. This ensures a stable and experienced delivery environment for the program	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/02.6-LSCs.pdf

2. Programme wise information

2.1 Proposed Programme name (other than Science programme): **Master of Business Administration (Human Resource Management) [MBA (HRM)]**

Programme offered in Conventional mode (For Dual Mode HEIs)	a. Programme offered in conventional mode with same nomenclature	Yes, in ODL mode the MBA(MS) program is offered in the conventional mode with the same nomenclature.	Conventional Mode: https://bm.yvu.edu.in/mba/ ODL Mode: https://cdoe.yvu.edu.in/mba-ms/
	b. One batch passed out	Yes, Thirteen batches have completed the course, and as evidence of their achievement, the latest Consolidated Marks Memo and Original Degree certificates are attached	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/02.1b-Conventional-mode-MBA-HRM.pdf
	c. Compliance of programme offered not only through affiliated colleges	The proposed program will be directly offered by Yogi Vemana University and not through affiliating colleges, in compliance with UGC-DEB guidelines.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/02.1c-Conventional-mode-MBA-HRM-offered-Directly.pdf
Equivalence to Conventional Mode (For Dual Mode HEIs)	a. Same Entry Level Qualifications	Yes, BBA/BBM/B.Com with all combinations Any bachelor's degree except BOL. Please compare Yogi Vemana University and CDOE Website	https://bm.yvu.edu.in/wp-content/uploads/2023/06/New-Regulation-2021-22.pdf (Physical Mode)
	b. Same Curriculum	Yes, the same subjects, and course structure for the MBA (MS) program's curriculum	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/MBA-General_MS-HRM.pdf (ODL Mode)
	c. Same Teaching Learning Scheme	A similar scheme to be adopted with contact classes on week-ends and certain public holidays.	
	d. Same Pattern of Question Papers for End Semester Examination or Term End Examination	For the conventional/Physical mode and ODL mode, the same pattern of question papers for the End Semester Examination or Term End Examination for 4 Semesters is to be followed, based on the academic regulations of Yogi Vemana University	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/01.2d-I-Semester-end-external-QP-MBA-MS.pdf
	e. Same Pass or Fail Criteria	Yes, for conventional /Physical mode and ODL mode same Pass or Fail Criteria to be followed based on the Academic regulations of the Yogi Vemana University.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/02.2e-Pass-or-Fail-Criteria.pdf
Faculty	a. Adequate Faculty availability	Yes, For the two MBA programs, the qualifications, appointment letters, and joining reports of four faculty members (two for each program) according to the list.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/02.3a-Adequate-MBA-HRM-faculty.pdf
	b. Faculty on 'full-time' dedicated basis	The contractual Assistant Professors are appointed on 'full-time' basis.	
	c. Appropriate designations	Details are shown in CDOE website	https://cdoe.yvu.edu.in/faculty/

PPR & SLM	a. PPR approved by HEI Statutory Authorities	* Copies of all PPRs & and approval of statutory bodies provided: • Copies of PPRs submitted for all the proposed programmes • Approval of statutory bodies for all PPR submitted	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/13-PPR-Statutory-Bodies_compressed.pdf
	b. SLM approved by HEI Statutory Authorities	•Copy of approval of statutory bodies for SLMs of all the proposed programmes submitted •Preparedness of SLM submitted as per UGC Regulation: Post Graduate Programmes (2 years duration):First year.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/14-Approval-of-statutory-bodies-for-SLMs.pdf
	c. Minimum 60% contents developed in-house details of outsourced content (if applicable)	Not Applicable, as the SLM contents are developed in-house by the MBA (MS) and MBA (HRM) faculty.	-----
	d.” “Study Learning Material readiness” details	• Common syllabus adopted for MBA(MS) and MBA(HRM) I & II Semesters. • I & II Semester SLM for MBA(MS) and MBA(HRM) uploaded @ cdoe.yvu.edu.in.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/YVU-MBA.pdf
	e. Learning Outcomes defined	In brief, the learning outcomes of an MBA in Management Studies include developing strategic thinking, leadership skills, analytical and critical thinking abilities, proficient communication, financial acumen, a global business perspective, an entrepreneurial mindset, effective team collaboration, ethical decision-making, and a commitment to continuous learning.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/02.4e-Learning-outocme-MBA-HRM.pdf
Assessment	a. Minimum 70% End Semester Examination	Minimum 70% End Semester Examination" essentially sets a benchmark for the expected level of achievement in the final examination at the end of a semester. Students are expected to score at least 70% to meet the minimum academic standards or requirements. This criterion is often used as an indicator of satisfactory comprehension and application of the knowledge acquired throughout the semester.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/02.5-Assessment-MBA-HRM.pdf
Regulatory Authority Approval / Recommendations, as applicable		Approval from the Regulatory Authority and recommendations are obtained for MBA (HRM) Programme in ODL mode.	-----
Intake & LSC	a. Intake – max. 3 times the conventional intake	In take for MBA (MS) : 60+ 06 (EWS) + 24 (Sponsored) = 90 students	https://bm.yvu.edu.in/overview/
	b. Programme to be offered from the Head Quarters and/or only from such Learner Support Centres which are offering same programme under conventional mode atleast for seven years	The program will be offered either from the headquarters or exclusively from those Learner Support Centers that have been offering the same program under the conventional mode for at least seven years. This ensures a stable and experienced delivery environment for the program	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/02.6-LSCs.pdf

3. Compliance to defects/deficiencies communicated:

Sl. No.	Defect/Deficiency	Compliance	Document hyperlink
1	The undertaking is not submitted in the prescribed format (in hard copy).	We acknowledge the oversight regarding the format of the undertaking. We submitted the undertaking in the prescribed hard copy format as required by the UGC-DEB.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/05-Undetaking-cum-declaration.pdf
2	Approval of Statutory bodies of the HEI for offering programme(s) in ODL mode as per the HEIs Act/Statutes is not submitted.	The approval of statutory bodies for offering programs in Open and Distance Learning (ODL) mode, as mandated by the HEIs Act/Statutes, has been obtained. We uploaded the necessary documentation promptly on the UGC-DEB website to demonstrate compliance.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/06-Approval-of-Statutory-Bodies-1.pdf
3	A copy of the application is not displayed on the HEI website.	We apologize for the oversight. A copy of the application for the proposed programs is available	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/08-MBA-MS-HRM-Proposal-Submitted-to-UGC-DEB.pdf
4	Appointment letters along with joining report and Qualification of full-time dedicated faculty for ODL programs are to be submitted.	We understand the importance of providing details on the appointment, joining report, and qualifications of full-time dedicated faculty for ODL programs. The required documentation has already been submitted and once again uploaded/submitted to the UGC-DEB website.	MBA (MS): https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/01.3a-Adequate-MBA-MS-faculy.pdf MBA (HRM): https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/02.3a-Adequate-MBA-HRM-faculty.pdf
5	Plagiarism report in respect of SLM developed in-house is not submitted by the HEI.	We appreciate the reminder and promptly submitted the plagiarism report for the Study Learning Material (SLM) developed in-house, ensuring adherence to the UGC-DEB guidelines. Necessary documents are uploaded to the UGC-DEB website.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/08-MBA-MS-HRM-Proposal-Submitted-to-UGC-DEB.pdf
6	AICTE approval for Master of Business Administration (Management Studies) and Master of Business Administration (Human Resource Management) under ODL mode is to be submitted.	We understand the importance of AICTE approval for the mentioned programs in ODL mode and it was submitted when the proposal was sent to UGC-DEB. However, once again, we are uploading the AICTE approval document to the UGC-DEB.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/18-Ambit-of-AICTE-regulatory-authority.pdf
7	Whether proposed programs shall be offered by the University directly and not through affiliating colleges.	The proposed programs, Master of Business Administration (Management Studies) and Master of Business Administration (Human Resource Management) will be offered directly by the Yogi Vemana University and not through affiliating colleges, in compliance with UGC-DEB guidelines.	https://cdoe.yvu.edu.in/wp-content/uploads/2023/12/24-Programs-offered-in-University.pdf

4. Any other information



Department of Business Management
 (ವ್ಯಾಪಾರ ನಿರ್ದೇಶನ ವಿಭಾಗಂ)
 (Yogi Vemana University, Kadapa)
 Reaccredited by NAAC 'A' Grade with CGPA 3.13 / 4.0 (2nd Cycle)



Conventional Mode @ <https://bm.yvu.edu.in/overview/>

ODL Mode @ <https://cdoe.yvu.edu.in/>



MBA@YVU-Creating Business Leaders with Social Responsibility
 Contact details:
<https://yvu.edu.in/home/business>
 e-mail : headbusinessmanagement@yogivemanauniversity.ac.in
 C : 09848393469

ABOUT US



The Department of Business Management was started at the erstwhile SVU PG Centre, Kadapa in the year 2003 to offer two-year full-time Master's Degree in "Business Administration" with four semesters on self-supporting basis and regularised in the year 2009. The Department is imparting Management Education at post-graduation level with two streams of MBA and MBA(HRM). The course is designed to sensitize and appreciate the role and responsibilities of a Manager in a fast changing business environment both at the National and Global level. The programme basically aims at the developing a sound theoretical base in various concepts and theories to enable the students to develop a broad perspective in the area of Management.



The Department consists of eight regular faculty members having rich research experience besides four academic consultants with good teaching skills. In addition to that, one Junior Assistant and one Office Subordinate are working in the department. The department has published 39 books and around (350) articles in International and National journals. Faculty has successfully guided 25 PhD scholars and currently 38 scholars are pursuing research in the department.

VISION

- To groom students into competent managers of tomorrow

MISSION

- To prepare young folks for careers in Management discipline by inculcating right attitude and value system

OBJECTIVES

- To encourage innovative thinking among students
- To develop logical thinking in students
- To enhance communication abilities
- To mould the students to have right attitude and values necessary for well-being in the society
- To grow into a centre of excellence

OUR CULTURE

We believe in 'continuous learning' which provides lasting support in an ever-changing business environment.

FACULTY

 Dr. T. Sreenivas Professor	 Dr. Y. Subbarayudu Associate Professor	 Dr. P.V. Varaprabakar Associate Professor	 Dr. S. Venkata Subba Reddy Associate Professor
 Dr. A. Amruth Prasad Reddy Associate Professor	 Dr. P. Saritha Associate Professor	 Dr. B. Gangaiiah Associate Professor	 Dr. S. Subba Reddy Associate Professor

AWARDS:

- Dr. P. Saritha, Associate Professor got AP State Level NSS Best Programme Officer Award at first time for the Yogi Vemana University campus and the department in the year 2021-22.

Students Intake: MBA : 44 / MBAHRM : 44

ADMISSION

- The course has been attracting young and bright student graduates from varied academic streams like engineering, Commerce, Arts, Science and Humanities.
- Students with bachelor's degree in any discipline with minimum 50% marks are eligible to apply for MBA & MBA (HRM) courses.
- For MBA and MBA (HRM) admissions are done through APICET
- For Ph.D programme admissions are done through APRCET

COURSE STRUCTURE

Programme	Duration	Full Time/Part Time	Specialization
MBA	2 years	Full Time	Marketing, Finance & HRM
MBA HRM	2 years	Full Time	HRM
Ph.D.,	3 - 5 years	Full Time	Marketing, Finance, HRM General Management
	4 - 7 years	Part Time	Marketing, Finance & HRM General Management

STRENGTHS OF THE DEPARTMENT

- ❖ Young and dynamic faculty.
- ❖ Regular class work with latest technology.
- ❖ Well-equipped Computer lab.
- ❖ Conducting Management Development programmes.
- ❖ Arranging Industrial Visits and Industry-Institute interaction.
- ❖ Organising campus selections through placement cell and department.
- ❖ Counselling the students for professional career development.
- ❖ Infrastructure facilities like digital library, Seminar Halls, Wi-fi Network.

Program Highlights

- ❖ High quality and affordable education
- ❖ Semester system with flexible credit system and curriculum for applied learning.
- ❖ Faculty with good academic and industry credentials.
- ❖ Practicing professionals from industries and pedagogy.
- ❖ Placements with MNCs since inception
- ❖ Industry focus through industrial visits, guest lectures, internships and projects.
- ❖ Conducting value added programs such as seminars/webinars, workshops, GDs, Role Plays, Debates, Training and Development programs Ad games, Field visits/Industrial visits and social service programs for developing innovative managers and entrepreneurs.

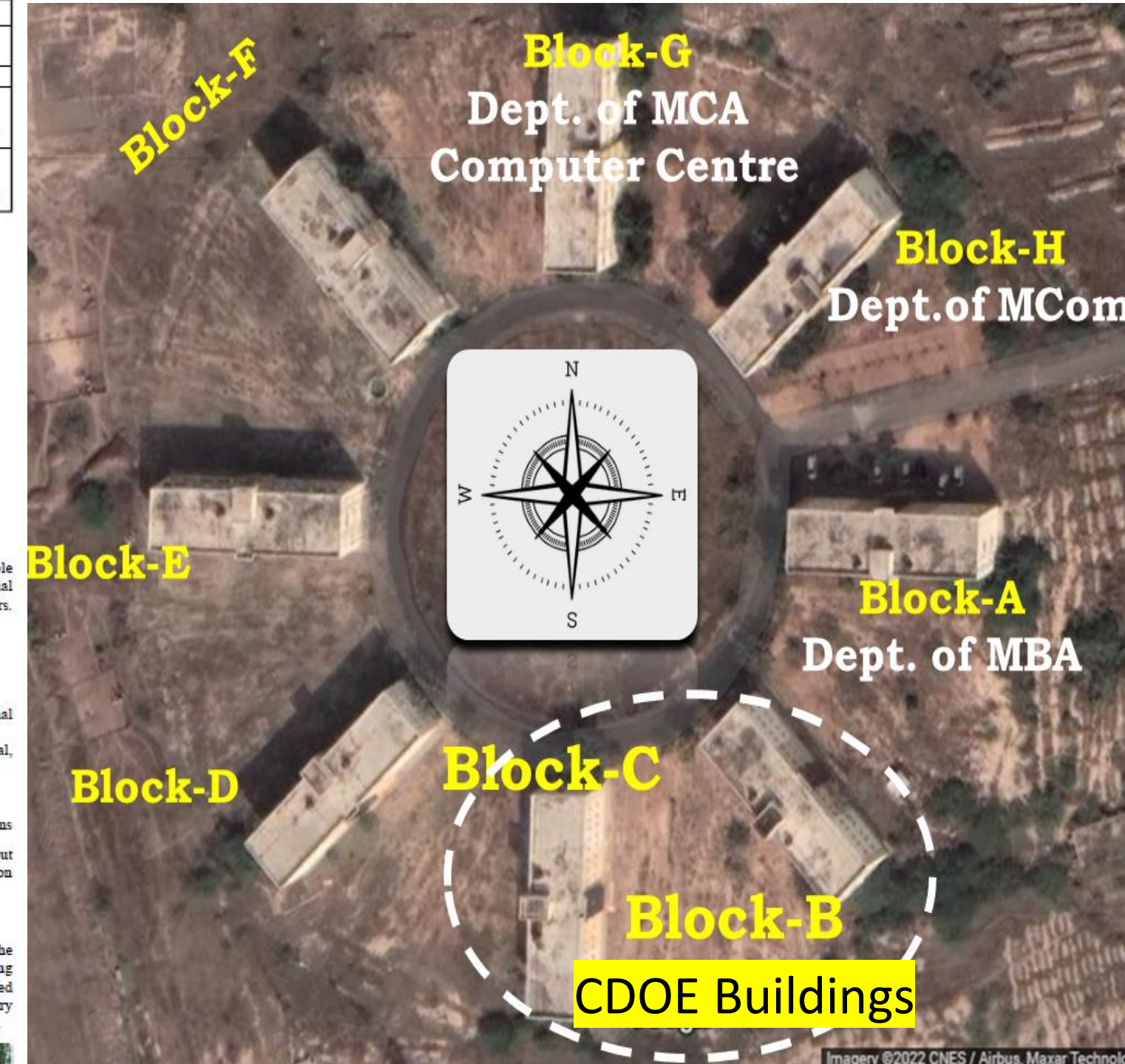
Value Added Programs

- ❖ Out bound training programs/workshops
- ❖ Institute Industry Interface meetings.
- ❖ Invited Inspirational talks/Guest lectures.
- ❖ Organising Seminars/Workshops/Conferences/Webinars at National and International level.
- ❖ Conducting Training programmes for enhancing the communication skills, managerial, leadership and entrepreneurial skills.
- ❖ Conducting placements with MNCs.
- ❖ Conducting NSS programs to motivate the students towards social responsibility.
- ❖ Providing consultancy services for Government projects and Government organisations

MENTOR-MENTEE SYSTEM: The faculties in the department do not just teach but act as student mentors which ensures that the students receive one-on-one guidance on matters beyond curriculum.

Industrial Visits

Industry visits form an inevitable part of the teaching-learning system in the department. They expose the students to far more than just a glimpse of the internal working environment and current work practices at the companies. The students are also provided with the opportunity of interactive learning experiences outside the classroom. The industry visits are planned in such a way that they are spaced out throughout the course duration.



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