Shobhit

Institute of Engineering & Technology
Deemed to-be-University

EDUCATION EMPOWERS

Programme Project Report of
Open and Distance Learning Program for

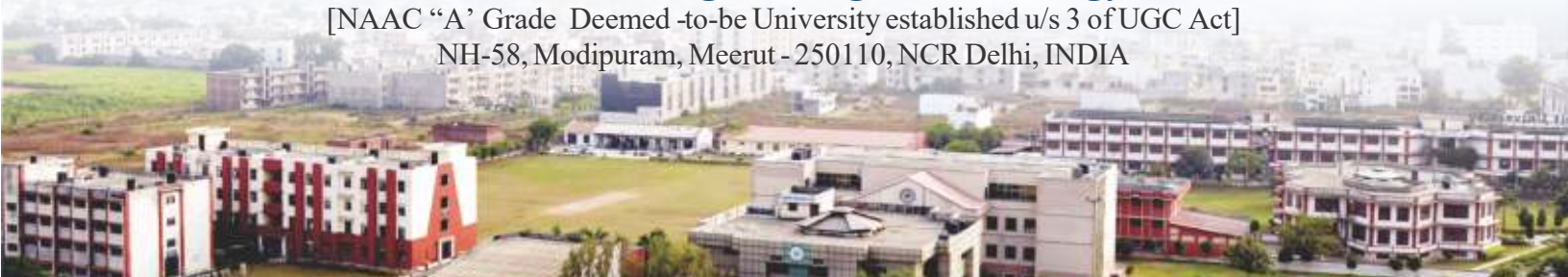## MASTER OF BUSINESS ADMINISTRATION (MBA)

ACCREDITED WITH GRADE

A

NAAC

Shobhit Institute of Engineering & Technology, Meerut

[NAAC "A' Grade Deemed -to-be University established u/s 3 of UGC Act]
NH-58, Modipuram, Meerut - 250110, NCR Delhi, INDIA

Master of Business Administration

Open and Distance Learning Program

(w.e.f. Academic Session 2023-2024)

Program Project Report (PPR)

1. **The University**

   Shobhit Institute of Engineering & Technology, Meerut has been granted Deemed-to-be University status by the Government of India, Ministry of Human Resource Development, Department of Higher Education vide its Notification No. F-9-37/2004-U.3(A) dated November 8, 2006 under section 3 of the University Grants Commission Act 1956.

   The University believes in strategic growth as envisaged in our mission and vision, to impart quality education through vertical and horizontal integration. It strives to become a world class university, with a global perspective, that educates the future leaders of the world.

   The University is accredited by National Assessment and Accreditation Council (NAAC) in 'A' Grade in Cycle 2. The University is also a member of Association of Indian Universities.

   The University is recognized as a Scientific and Industrial Research Organization (SIRO) by the Department of Scientific and Industrial Research (DSIR), Ministry of Science and Technology, GoI in July, 2022.

   The new National Education Policy 2020 (NEP) envisages to increase Gross Enrolment Ratio (GER) in higher education in the country to 50 per cent from 27 per cent by 2030 and this target can only be achieved through greater use of technology and by promoting online and distance learning. Incidentally one of the primary objectives of NEP-2020, is equity; i.e., to provide quality higher education to students of far-flung rural and agricultural societies.

2. Program's Mission and Objectives:

2.1 Program Overview:

   Master of Business Administration is a two-year degree Program spread over four semesters which aims towards building future professionals. We at Shobhit University take a long-term view of business education and prepare students for long and fulfilling careers. Our multi-disciplinary, application based teaching methodology provides life skills and practical knowledge that allows us to create innovators, thought-leaders, and entrepreneurs who can reinvent the future of doing business in new ways.

Based on an interdisciplinary and integrated curriculum, with a team-based, problem solving and hands-on learning environment, the MBA Program prepares its students for the corporate world. Students will graduate with practical knowledge and skills that will help them set the highest possible standards at the workplace. Students will understand basic managerial skills, communications skills, business planning, team spirit and real life problem solving.

2.2 Program's Mission & Objectives:

The MBA program at Shobhit University provides a strong foundation in core business disciplines, helping participants to acquire the key competencies needed by all business management students at an undergraduate level. Our intensive MBA program focuses on enhancing the ability to communicate, analyze situations and take decisions using quantitative and qualitative factors, and to develop a holistic view of the different functional areas and the business environment. It is a 2 year degree program for students who are interested in pursuing a career in commerce, finance, or business. The degree provides a broad range of skills and knowledge that can be applied in various industries and organizations, and it also serves as a foundation for higher education and professional development. The degree program focuses on developing critical thinking, problem-solving, and communication skills, which are essential for personal and professional growth.

2.2.1 Program's Mission

The Master of Business Administration program is two year Postgraduate program, aimed at preparing young graduates to take up challenging careers in Human Resource, Marketing, Finance as well as helping in developing leadership skills and a global mind-set. The course also equips graduates with required skill sets such as analytical, decision-making, technical, interpersonal, and technological skills.

2.2.2 Program's Objectives

i. To provide students with a broad understanding of management principles, including accounting, finance, marketing, human resource management and economics to develop business and management competencies among the future managers.

ii. To develop critical thinking and problem-solving skills that are necessary to analyze complex business problems and make informed decisions.

iii. To foster leadership skills, entrepreneurial acumen and teamwork abilities, which are essential for success in the modern business world.

iv. Promote ethical behavior and social responsibility in the business environment.

v. Prepare graduates for careers in a range of industries, including finance, accounting, marketing, human resources, and entrepreneurship.

3. **Relevance of the Program with HEI's Mission and Goals:**

The Program visualizes economic and quality education to everyone without disturbing their existing occupation. It focuses on improving basic knowledge, skill and competencies while continuing existing employment or professional studies (e.g. Chartered Accountant, Cost Accountant, Company Secretary etc.). Thus, it is in line with the objectives of the University to provide quality education at affordable cost using Information and Communication Technology (ICT). MBA graduates are in high demand in various industries, including finance, accounting, banking, and insurance, Marketing, Advertising, Human Resources Management. They can work as accountants, auditors, financial analysts, tax consultants, investment bankers, or management consultants, among others, Marketing professionals & HR Executives.

3.1. **Vision**

Shobhit University aims to become a Centre of Excellence through research and continuous innovation to nurture global managers, leaders and entrepreneurs for sustainable development by synthesizing Indian ethics with modern technology.

3.2. **Mission:** The Mission of Shobhit University is:

- To nurture global talent and develop Industry ready professionals and socially responsible leaders who can face the challenges of fast changing business environment.
- To achieve academic excellence in research, consulting, training and teaching by adopting best practices and cutting edge technologies.
- To promote continuous innovation and entrepreneurship.
- To encourage collaborations, cooperation and partnerships with all stake holders to meet sustainable development goals.

4. **Nature of Prospective target group of learners:**

The main target groups of learners are diverse class of learners including a class having of low level of disposable income, rural dwellers, women, unskilled men, Minorities and the following:

- **Engineering graduates:** These graduates are becoming either unemployed or securing under paid jobs with meagre wages. To make them employable our Program will provide required skills to get better jobs.

- **Graduates:** Most of the graduates are not having the required leadership/ Managerial skills /qualities. Hence there is a large gap in the industry requirement and institute training.
- **Working Professionals:** Lack of managerial skills is leading the candidates to settle at the entry level jobs. Such professionals are prospective learners to this Program.
- **Entrepreneurs:** Entrepreneurs with minimum education can be prospective learners to progress their business to the next level.

5. **Appropriateness of Program to be conducted in Open and Distance Learning mode to acquire specific skills and competence:**
   - This Program is very much appropriate to the individuals who are good in technical skills and lagging in managerial skills, leading them to settle in inferior jobs.
   - Most of the candidates are failing to grab the employment opportunities due to lack of communication skills.
   - This Program will help in improving Communication skills through "Business Communication" course introduced in the first semester. This course helps in developing Listening, Speaking, Reading & Writing skills (LSRW) by practicing different activities like Business and professional Correspondence.
   - This Program helps in developing Interpersonal skills, which are essential to work in the corporate field to get along with the groups.
   - The Program enhances decision making potential skill of the managers through learning courses like 'Business Statistics and Analytics for Decision Making' and 'Business Research Methods', to execute their Program effectively.
   - The Program also aids in enriching lateral thinking by learning Elective courses, which is an essential skill to achieve innovation and gain competitive advantage in the recent business environment.
   - The Program also amplifies their analytical skills by learning the core courses, which pave the way to reach appropriate decision making to cope up with the competitive atmosphere.

6. **Instructional Design:** The curriculum is approved by the Academic Council of the University. It is reviewed yearly by considering inputs from Board of Studies, Faculty Board, Student feedback and Industry feedback. Self-Learning Material will be provided to the students. The students also get support from the experienced faculty and course mentors.

   The courses are designed to cover all the skills required:

   i. The 'Foundation' Courses are intended to be those that provide the basic and fundamental pre-requisite knowledge on subjects such as economics, accounting, quantitative methods, technology for business, and organizational behavior.

ii. The 'Core' Courses are intended to be those that provide knowledge on functions of management such as human resources management, financial management, marketing management and operations management

iii. The 'Elective' Courses are intended to be those that students choose to study in pursuit of advanced knowledge in their areas/domains of professional interest.

iv. The 'Skill' Courses are intended to be those that will help students enhance their skills for pursuing successful professional careers.

v. The 'Project Report' is intended to help students learn how to apply their theoretical knowledge to practical issues in management.

vi. The 'Management thesis' is intended to be a semester long work carried out by the students during Semester III. Students are expected to apply their knowledge and skills to do an extensive research and prepare a report which can be converted into a research paper to get published in a journal.

6.1.1. Structure of the MBA Curriculum:

The M.B.A. course aims at providing inputs to the students relevant to the business industry and trade so that they can function in different organizations and face the challenges arising there from. The course not only aims at providing knowledge and skills in different areas of management, but also provides inputs necessary for the overall development of the personality of the students.

The structure of the Course is designed in a way that students have to study the core courses from different functional areas of management that are made compulsory. In second year, Electives are offered in functional areas where the students can opt for any one specialization out of the six offered: Marketing, Finance, HR, Data Science and Analytics, Digital Marketing and E-Commerce and Advertising and Branding.

The MBA curriculum for 2023-24 is designed with 104 credits and structured as below:

Type of Course	No of Courses	Semester offered	No of credits	Credits in %
Foundation	4	1	16	16
Core	10	2,3 &4	40	40
Elective	6	3 &4	24	24
Skill	2	1&2	8	8
Practical	2	3&4	16	16

6.1.2. Program Outcomes:

PO1: Demonstrate the knowledge of management science to solve complex corporate problems using limited resources.

PO2: Apply ethical principles for making judicious management decisions.

PO3: To develop proactive thinking so as to perform effectively in the dynamic socio-economic and business ecosystem.

PO4: Identify business opportunities, entrepreneurship approach and skill sets.

PO5: Communicate effectively with various stakeholders.

6.1.3. Program Specific Objectives (PSO's):

PSO1: To enrich communication, ethical values, team work, professional and leadership skill sets of students.

PSO2: To integrate knowledge, skill and attitude that will sustain an environment of learning and creativity among the students with an assurance for good careers.

PSO3: Analyze the economic, social and environmental issues related to business.

PSO4: Ability to identify, explore and harness opportunities presented by emerging trends and changing business environment.

PSO5: Understand the leadership skills through internship training.

6.1.4. MBA Program Structure (From 2023-24 onwards)

I Year

I Semester:

Course Code	Title of the Course	Internal Marks	External Marks	Total Marks	Credits
OLMBA001	Principles of Management and Organizational Behavior	30	70	100	4
OLMBA002	Managerial Economics	30	70	100	4
OLMBA003	Accounting for Managers	30	70	100	4
OLMBA004	Business Statistics and Analytics for Decision making	30	70	100	4
OLMBA005	Business Environment & Ethics	30	70	100	4
OLMBA006	Business Communication	30	70	100	4
	Total			600	24

II Semester:

Course Code	Title of the Course	Internal Marks	External Marks	Total Marks	Credits
OLMBA007	Marketing Management	30	70	100	4
OLMBA008	Corporate Finance	30	70	100	4
OLMBA009	Human Resource Management	30	70	100	4
OLMBA010	Business Research Methods	30	70	100	4
OLMBA011	Operations Management	30	70	100	4
OLMBA012	Legal Environment of Business	30	70	100	4
	Total			600	24

II Year

III Semester:

Course Code	Title of the Course	Internal Marks	External Marks	Total Marks	Credits
OLMBA013	Corporate Strategy	30	70	100	4
OLMBA014	Entrepreneurship & Business Plan	30	70	100	4
	Specialization-I Elective-1/Online course	30	70	100	4
	Specialization-I Elective-2	30	70	100	4
	Specialization-II Elective-1	30	70	100	4
OLMBA015	Research Project	-	100	100	8
	Total			600	28

IV Semester:

Course Code	Title of the Course	Internal Marks	External Marks	Total Marks	Credits
OLMBA016	International Business	30	70	100	4
OLMBA017	Project Management	30	70	100	4
	Specialization-I Elective-3	30	70	100	4
	Specialization-I Elective-4	30	70	100	4
	Specialization-II Elective-3	30	70	100	4
OLMBA018	Management Thesis	-	100	100	8
	Total			600	28

III Semester Elective Courses

Code	Electives-Marketing
OLMBAMM1	Marketing Research
OLMBAMM2	Retailing Management
OLMBAMM3	Consumer Behavior
OLMBAMM4	Sales & Distribution Management

Code	Electives-Finance
OLMBAFM1	Investment Analysis and Portfolio Management
OLMBAFM2	International Financial Management
OLMBAFM3	Management of Financial Services

Code	Electives-HR
OLMBAHR1	Industrial Relations and Labor Laws
OLMBAHR2	Talent Planning & Acquisition
OLMBAHR3	Learning and Development
OLMBAHR4	Talent Management & Succession Planning

Code	Electives- Data Science and Analytics
OLMBADS1	Introduction to Business Analytics
OLMBADS2	Predictive Analysis using Machine Learning
OLMBADS3	Web and Social Media Analytics
OLMBADS4	Includes Python for Data Science

Code	Electives- Digital Marketing and E-Commerce
OLMBADM1	Digital Marketing & Ecommerce Fundamentals
OLMBADM2	Inbound Marketing - Content Marketing and Search Marketing
OLMBADM3	Outbound Marketing - Digital Ads and Social Media Marketing
OLMBADM4	Brand Management for Ecommerce

Code	Electives- Advertising and Branding
OLMBAAB1	Branding Fundamentals
OLMBAAB2	Building Brand Identity
OLMBAAB3	Creating Effective Advertisements
OLMBAAB4	Offline and Online Advertising

IV Semester Elective Courses

Code	Electives-Marketing
OLMBAMM5	Integrated Marketing Communications
OLMBAMM6	Advertising & Brand Management
OLMBAMM7	Services Marketing
OLMBAMM8	Digital Marketing

Code	Electives- Finance
OLMBAFM4	Financial Derivatives
OLMBAFM5	Financial Engineering
OLMBAFM6	Strategic Financial Management

Code	Electives- HR
OLMBAHR5	Compensation & Reward MANAGEMENT
OLMBAHR6	HR Analytics and Metrics
OLMBAHR7	Organization Development and Change

Code	Electives- Data Science and Analytics
OLMBADS5	Financial Analytics
OLMBADS6	Marketing Analytics
OLMBADS7	Big Data Analytics
OLMBADS8	HR Analytics

Code	Electives- Digital Marketing and E-Commerce
OLMBADM5	Growth Marketing
OLMBADM6	Marketing Analytics
OLMBADM7	Digital Product Management
OLMBADM8	Integrated Marketing Strategy

Code	Electives- Advertising and Branding
OLMBAAB5	Corporate Image Building
OLMBAAB6	Social Media Advertising
OLMBAAB7	Media Planning and Management
OLMBAAB8	Marketing Research and Analytics

6.2. Duration of The Program:

The course shall consist of two academic years divided into four semesters.

6.3. Faculty and Support Staff Requirements:

Teaching faculty of the University is primarily responsible for providing effective learning environment. Program coordinators, Course coordinators, Course Mentors will facilitate students.

6.4. Instructional Delivery Mechanism:

Learning material will be facilitated by providing Print, E-books, E-notes, and technological support through Learning Management System (LMS) to enable two-way communication between the learner and the Instructor. Each semester there will be contact Program for 40 hours'. The Self Learning Material (SLM) will be supplied to the students in print form as well as in electronic form. The University will conduct end semester examinations, evaluation and issuance of certificates.

The Instructional system of the University comprises six components, viz, Self- Learning Material (SLM), Practical Sessions, Project Report, Management Thesis, Internal Assignment and End Term Examination.

Self-Learning Material (SLM): The success and effectiveness of ODL largely depends on study material. It is necessary that the material mode must be ideal for easy and better understanding for self-study. Learning through SLM is developed with the approach of self-explanatory, self-contained, and self- motivating by following the UGC guidelines, which includes:

- In house faculty prepared printed material
- List of Prescribed Text books for reference
- Digital content of the topics

Management Thesis: The Management thesis is intended to be a semester long work carried out by the learner during Semester IV. Learners are expected to apply their knowledge and skills to do an extensive research and prepare a report and submit to the University. Which includes:

- Periodical reviews
- Requested Customized Mentoring sessions

Internal Assignment: In order to ascertain the writing skill and level of comprehension of the learner, submission of the assignment work is compulsory for all learners. The learner has to submit 2 assignments for each subject. The assignment question papers will be uploaded to the website and the learners should submit as per the academic calendar. The total weightage of internal assessment for each subject is 30 marks.

End Term Examination: At the end of every semester, the learner will write theory exams for 70 marks to each subject. The learner of ODL has to attempt computer based exam respectively at the Institution.

6.4.1. Course Material:

Learning material is prepared for the courses by the in-house faculty.

6.4.2. Medium of Instructions:

The medium of instructions and examination is ENGLISH only.

7. Procedure for admissions, curriculum transaction and evaluation:

7.1. Procedure for admissions:

The minimum eligibility criteria for admission to an Open and Distance Learning MBA Program is Graduation with 50% or equivalent. All the details related to fee, admission structure and financial assistance are available on the University Website.

7.2. Procedure for curriculum transaction, and evaluation

7.2.1. Curriculum Transactions:

During the sessions for ODL learners the virtual medium enabled class room teaching will be through lectures and problem solving sessions.

7.2.2 Examination:

The end-semester examination will be held in June for the Academic batch and in December for the Calendar batch respectively. Admit Cards/Roll No. Slips and date sheet for appearing in the examination shall be provisional subject to fulfilling the eligibility, etc. will be issued to the candidates by e-mail, well before the commencement of examination.

7.3. Evaluation Pattern for ODL:

The examinations shall be conducted for theory to assess the knowledge acquired during the study. There shall be two evaluation procedures viz., internal and external. The internal evaluation shall be conducted as Continuous Internal Assessment via assignments. The internal assessment shall comprise of maximum

30 marks for each course except Management thesis and Project report. The end semester examination shall be of three hours' duration for each course at the end of every semester.

7.3.1. Internal Assessment: In the form of periodic assignments which carry a weightage of 30%. There will be two assignments per course. The average of the marks obtained in the two assignments will be considered for Internal Assessment.

7.3.2. External Assessment: The candidate shall be required to take an examination at the end of each semester as detailed in the scheme of examination. Each paper of the examination shall unless and otherwise prescribed, be of three hours' duration and carry 70 marks.

7.3.3. **Minimum Pass Percentage:** To clear a course, a student must be secure at least 40% of the total maximum marks which is inclusive of internal and external marks out of which a minimum of 40% must be scored in the end semester examination.

7.3.4. **Marks and Grades:** The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

Letter Grade	Grade	% of Marks	Grade Point
Outstanding	O	90 and above	10
Excellent	S	80 and above but less than 90	9
Very Good	A	70 and above but less than 80	8
Good	B	60 and above but less than 70	7
Fair	C	50 and above but less than 60	6
Average	D	40 and above but less than 50	5
Fail	F	Below 40	0

Marks will not be indicated on the memorandum. Only letter grade will be mentioned. Its correlation with grade points (as per the above table) will be mentioned on the overleaf of the marks memorandum.

7.3.5. **Maximum duration for completion of the course :**

The maximum duration for the program shall not exceed four years from the year of their admission.

8. **Requirement of the laboratory support and Library Resources:**

The Program requires usage of computers and internet which are made available to each centre.

9. **Cost estimate of the Program and the provisions:**

The cost estimate assigned for this Program development, delivery and maintenance is Rs. 21 lacs.

10. **Quality assurance mechanism and expected Program outcomes:**

The curriculum will be regularly revised to meet the needs of the learners, employers, society and other stakeholders. The learning resources are developed by the faculty who has rich and vast experience in their field. The support of industry and professional experienced faculty network enhances the practical orientation of the Program.