FACULTY OF MANAGEMENT STUDIES

Program Project Report

Master of Business Administration

(Online Mode)

MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES

(Deemed to be University under section 3 of the UGC Act 1956)

1. Program's mission & Objectives

> **Mission Statement:**

1. To nurture and train future managers and thought leaders by providing knowledge and skills for informed and ethical decision making.

2. To impart theoretical and practical training in the areas of management, understanding the opportunities and challenges for creative problem solving.

3. To enhance skills for grooming successful professionalsfor the global economy.

> **Program Objectives:**
> 1. Imbibe an integrated knowledge of the various domain areas and disciplines of management
> 2. Acquire and be equipped with skills in the application of management theory and practice for real life problem solving in an increasing complex and dynamic business world
> 3. Be well informed, ethical and committed corporate citizens contributing to the industry and community at large
> 4. Acquire entrepreneurial capabilities for their own ventures or for their employer organization

2. Relevance of the program with HEI's Mission and Goals:

> **Institutional Mission**

1. To provide an environment in which teachers love to facilitate and students love to learn, consisting of infrastructure facilities at par with the best institutions in India and abroad.

2. To inculcate skills and impart knowledge to the ignited minds in the fields of science & technology and soft skills including leadership, team-building and communication.

3. To create human beings with golden heart, who work and dedicate themselves for the advancement of humanity.

4. To undertake research and development activities in collaboration with the world of work leading to creation of new knowledge in the fields of science, commerce, humanities, engineering & technology, management, health sciences & therapies, sports, multi-media, applied & performing arts.

> **Institutional Goals**

MREI is dedicated and committed to train and equip its students with the latest knowledge and skills in the chosen fields in the backdrop of Indian ethos and values to enable them to face any global challenge with a view to transforming them into insightful, honorable and responsible citizens of this great country; and imbibe a work culture of theoretical and applied research leading to creation and dissemination of knowledge.

MRIIRS strives continuously to improve quality of education to nurture the talent of our students to enable them to embark upon a successful career. Our team endeavors to achieve this objective through a proper blend of high conceptual and practical skills supported by excellent infrastructure, teaching methodology and commitment to Quality Management.

> ➢ **Linkage with Program Mission**

The postgraduates in the field of managementwill be capable of:

1. Imbibing skills towards analytical problem solving and optimum decision making, while dealing with a multicultural environment

2. Learning and applying latest theories and methods for designing creative solutions for business related problems

3. Working effectively in a team to design and deliver solutions for better, effective and efficient management of resources

3. Nature of prospective target group of learners

All Graduates (in any stream) who may be working or non working, who aspire to enter the corporate world or to move up the organizational ladder, in roles of the managerial nature, would be the target group of learners for the program. The program would be suitable for anyone considering a career in General Management and Administration, People Management and Human Resources, Marketing and Branding, Financial Management, International Business Operations, Healthcare Management and other allied areas of management.

4. Appropriateness of program to be conducted in Online Mode to acquire specific skills and competence:

The program (to be conducted in Online Mode) aims at helping the learners acquire the following skills that would help them in their career advancement and for taking up managerial positions.

Domain Knowledge and Application - Develop a deep understanding of the business environment and evolving concepts of management, as well as their business, economic, and social impacts.

Analytical Skills - Develop new thinking and insights into seeking information and analyzing it for taking better decisions.

Strategic orientation - Gain a competitive edge in designing solutions for the dynamic business environment.

Team leadership-Be able to work with and manage diverse groups of people to become future leaders and executives.

Professional Ethics and Environmental Concerns: Be well informed, ethical and committed corporate citizens contributing to the industry and community at large.

Innovation and Entrepreneurship: Acquire entrepreneurial capabilities for ushering in positive change in their own ventures or for their employer organization.

Graduates of this program will be equipped to take up a range of positions in public or private sector organizations, both nationally and internationally, to contribute to nation building though entrepreneurial ventures and to work effectively with a team.

All the components of the program shall be conducted in online mode. The self-learning component is required to be covered by a student with the help of the provided online material and recommended reference books. Some of the courses of the MBA program are already available on various MOOCs platforms including SWAYAM. However, the institution will develop its own online learning modules which will include the systematic provisioning of assignment and evaluation under the Quality Assurance Cell of the University.

5. Instructional Design:

> ### Curriculum Design/Study Scheme:

The duration of the MBA program is of two years, divided into four semesters for students with graduation degree in any stream.

Semester I

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Master of Business Administration with Specilization in Marketing and Branding in Digital Age, Master of Business Administration with Specilization in Healthcare Management, Master of Business Administration with Specilization in Digital Transformation and Analytics

BA/BSc(Hons.) Economics with specialisations	Course Type	Course Code	Title of Course	Credits
Semester 1	Domain Specific	OMBA-DS-101	Economics for Decision makers	4
	Domain Specific	OMBA-DS-102	Strategic Human Resource Management	4
	Domain Specific	OMBA-DS-103	Corporate Finance Essentials	4
	Domain Specific	OMBA-DS-104	Quantitative Techniques for Management	4

	University Core			3
		OMBA-PE-161	Managing People and Organization	
Total Credits				**19**

Beside the mentioned Domain Specific Courses, other University Core, University elective ,Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.

Total Credits: 16

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BA/BSc(Hons.) Economics with specialisations	Course Type	Course Code	Title of Course	Credits
Semester 2	Domain Specific	OMBA-DS-201	Creativity & Entrepreneurship	4
	Domain Specific	OMBA-DS-202	Market Research	4
	Domain Specific	OMBA-DS-203	Strategic Management	4
	Domain Specific	OMBA-DS-204	Marketing Management	4
	Domain Specific	OMBA-DS-205	Professional Competency	4
Total Credits				**20**

Beside the mentioned Domain Specific Courses, other University Core, University elective ,Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.

Total credits: 20

Semester III

In Semester III of the program, courses will be offered as per the specializations opted by students.

Specialization courses will be offered as given below:

Program	No. of Specialization Courses in Semester III
MBA (General)	Dual specialization: Two courses each from two areas of specialization. These two areas of specialization will remain same in Semesters III and IV.
MBA with Specialization in Marketing and Branding in Digital Age	Four courses
MBA with Specialization in Healthcare Management	Four courses
MBA with Specialization in Digital Transformation and Analytics	Four courses

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			SPECIALIZATION: Marketing	
Semester 3	Domain Specific	OMBA-DS-321	Consumer Behaviour	3
	Domain Specific	OMBA-DS-322	Integrated Marketing Communication	3
			Total Credits	**6**
			SPECIALIZATION: Finance	
	Domain Specific	OMBA-DS-323	Security Analysis and Portfolio Management	3
	Domain Specific	OMBA-DS-324	Financial Statement Analysis and Valuation	3
			Total Credits	**6**
			SPECIALIZATION: Human Resources	
	Domain Specific	OMBA-DS-325	Performance Management in Organizations	3
	Domain Specific	OMBA-DS-326	Compensation and Benefits Management	3
			Total Credits	**6**

		SPECIALIZATION: International Business		
Domain Specific	OMBA-DS-327	International Supply Chain Management	3
Domain Specific	OMBA-DS-328	Managing Multinational Enterprises	3
		Total Credits	**6**
		SPECIALIZATION: Entrepreneurship and Small Business Management		
Domain Specific	OMBA-DS-329	Strategies and Practices of Entrepreneurial Firms	3
Domain Specific	OMBA-DS-330	Managing Corporate Entrepreneurship	3
		Total Credits	**6**
		SPECIALIZATION:Banking and Insurance Management		
Domain Specific	OMBA-DS-331	Credit Evaluation, Monitoring and Recovery Management	3
Domain Specific	OMBA-DS-332	Project Management (Including Infrastructure development and Financing)	3
		Total Credits	**6**
		SPECIALIZATION:Waste Management		
Domain Specific	OMBA-DS-333	Regulatory Framework and Environment Impact	3
Domain Specific	OMBA-DS-334	Waste Management Logistics and Export Procedures	3
		Total Credits	**6**
		SPECIALIZATION:Logistics and Supply Chain Management		
Domain Specific	OMBA-DS-335	Strategy and Planning for Logistics	3
Domain Specific	OMBA-DS-336	Lean Supply Chain Management	3
		Total Credits	**6**
		SPECIALIZATION: Marketing and Branding in Digital Age		
Domain Specific	OMBA-DS-337	Integrated Marketing Communication	3
Domain Specific	OMBA-DS-338	Brand Portfolio Management	3
Domain Specific	OMBA-DS-339	Channel Management and Retailing	3
Domain Specific	OMBA-DS-340	Media mix in Digital Age	3
		Total Credits	**12**
		SPECIALIZATION: HealthcareManagement		
Domain Specific	OMBA-DS-341	Healthcare and Social Policy	3
Domain Specific	OMBA-DS-342	Health and Hospital Information Systems	3
Domain Specific	OMBA-DS-343	Healthcare Marketing and Medical Tourism	3
Domain Specific	OMBA-DS-344	Health Care Economics and Finance	3
		Total Credits	**12**
		SPECIALIZATION: Digital Transformation and Analytics		
Domain	OMBA-DS-	Cloud Computing	3

Specific	345			
Domain Specific	OMBA-DS-346	Internet of things (IOT)		3
Domain Specific	OMBA-DS-347	Data Mining		3
Domain Specific	OMBA-DS-348	Predictive analytics		3
Total Credits				**12**
Domain Specific	OMBA-DS-349	Capstone Project		**4**
Total Credits				**16**

Beside the mentioned Domain Specific Courses, other University Core, University elective ,Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.

Semester IV

In Semester IV of the program, courses will be offered as per the specializations opted by students.

Specialization courses will be offered as given below:

Program	No. of Specialization Courses in Semester IV
MBA (General)	Dual specialization: Two courses each from two areas of specialization. These two areas of specialization will remain same in Semesters III and IV.
MBA with Specialization in Marketing and Branding in Digital Age	Four courses
MBA with Specialization in Healthcare Management	Four courses
MBA with Specialization in Digital Transformation and Analytics	Four courses

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	SPECIALIZATION: Marketing			
	Domain Specific	OMBA-DS-421	Services Marketing	3
	Domain Specific	OMBA-DS-422	Digital Marketing	3
	Total Credits			**6**
	SPECIALIZATION: Finance			
	Domain Specific	OMBA-DS-423	Mergers, Acquisition and Corporate Restructuring	3
Semester 4	Domain Specific	OMBA-DS-424	Project Management	3
	Total Credits			**6**
	SPECIALIZATION: Human Resources			
	Domain Specific	OMBA-DS-425	Organization Change and Development	3
	Domain Specific	OMBA-DS-426	HR Analytics	3
	Total Credits			**6**

SPECIALIZATION: International Business			
Domain Specific	OMBA-DS-427	Export - import Procedures and Documentation	3
Domain Specific	OMBA-DS-428	International Financial Management	3
Total Credits			**6**
SPECIALIZATION: Entrepreneurship and Small Business Management			
Domain Specific	OMBA-DS-429	Planning and Structuring New Venture	3
Domain Specific	OMBA-DS-430	Social Entrepreneurship	3
Total Credits			**6**
SPECIALIZATION:Banking and Insurance Management			
Domain Specific	OMBA-DS-431	Essentials of Risk Management	3
Domain Specific	OMBA-DS-432	Retailing and CRM	3
Total Credits			**6**
SPECIALIZATION:Waste Management			
Domain Specific	OMBA-DS-433	E- Waste Management	3
Domain Specific	OMBA-DS-434	Reclamation, Remediation and Capping	3
Total Credits			**6**
SPECIALIZATION:Logistics and Supply Chain Management			
Domain Specific	OMBA-DS-435	Strategic Sourcing	3
Domain Specific	OMBA-DS-436	Business Intelligence for SCM	3
Total Credits			**6**
SPECIALIZATION: Marketing and Branding in Digital Age			
Domain Specific	OMBA-DS-437	Advertising and Marketing Communication	3
Domain Specific	OMBA-DS-438	Brand and Social Media	3
Domain Specific	OMBA-DS-439	Digital Media and Marketing Strategy	3
Domain Specific	OMBA-DS-440	Contemporary Marketing Issues and Challenges	3
Total Credits			**12**
SPECIALIZATION: HealthcareManagement			
Domain Specific	OMBA-DS-441	Preventive Healthcare System	3
Domain Specific	OMBA-DS-442	Health Insurance	3
Domain Specific	OMBA-DS-443	Quality Assurance for Healthcare	3
Domain Specific	OMBA-DS-444	Biomedical Waste Management	3
Total Credits			**12**
SPECIALIZATION: Digital Transformation and Analytics			
Domain Specific	OMBA-DS-445	Artificial Intelligence & Block Chain	3
Domain Specific	OMBA-DS-446	Cybersecurity for Business	3
Domain Specific	OMBA-DS-447	Big Data Analytics	3
Domain Specific	OMBA-DS-448	Data Visualization	3
Total Credits			**12**

	Domain Specific	OMBA-DS-449	Dissertation	4
			Total Credits	**16**

Beside the mentioned Domain Specific Courses, other University Core, University elective ,Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.

Total: 16 credits

University Elective Courses

S. No.	Course Code	Name of the Course	Credit value of the course	No of weeks	No of Interactive sessions		Hours of Study Material		Self-Study hours including assessment	Total hours of study (based on 30 hours per credit)
					Synchronou s Online counsellin g / webinars/ interactive live lectures (1 hour per week)	Discussion forum/ asynchrono u s mentoring (2 hours / week)	e-tutori a l (in hours)	e-conte n t (in hours)		
1		Emergin g areas of Social work Practice (FBSS)	3credit s	9week s	9hours	18hours	15	15	33	90
2		Positive Psycholo g y (FBSS)	3credit s	9week s	9hours	18hours	15	15	33	90
3	OMBA -PE-162	Busines s Strateg y and Analytic s (FMS)	3credit s	9week s	9hours	18hours	15	15	33	90
4	OMBA-PE-163	Sales and Distributio n (FMS)	3credit s	9week s	9hours	18hours	15	15	33	90

For Successful completion of the MBA degree, the students need to earn 68 credits of compulsory courses and at least 12 credits of UniversityCore/University Electives

Total Credits of MBA Program: 68 (Program Core) + 12 (University Core + University Elective) = 80 Credits

- For Successful completion of MBA degree, the student shall be required to earn minimum 80 credits in total, out of which he/she needs to earn 68 credits of compulsory courses through online classes as tabulated above and at least 12 additional credits through University Core/University Electives as approved by the Academic Council of theUniversity.
- A semester typically will have 5-8 lectures (Hrs)/week and 10-16 hrs of interaction/mentoring

session/week. It can be conducted on daily basis five days a week, early morning hours and / or weekend depending on the count of the students and theirpreferences

- The E-Learning Material shall have the four quadrant approach; as per UGC (Credit Framework for online learning courses through SWAYAM) Regulations, 2016 taking into consideration the following, namely:-
  - Quadrant-I is e-Tutorial; which shall contain: Video and Audio Content in an organized form, Animation, Simulations, Video Demonstrations, Virtual Labs, etc, along with the transcription of the video.
  - Quadrant-II is e-Content; which shall contain; self instructional material, e-Books, illustrations, case studies, presentations etc, and also contain Web Resources such as further references, Related Links, Open source Content on Internet, Video, Case Studies, books including e-books, research papers and journals, Anecdotal information, Historical development of the subject, Articles, etc.
  - Quadrant-III is the Discussion forum for raising of doubts and clarifying them on a near real time basis by the Course Coordinator or his team.
  - Quadrant-IV is Assessment, which shall contain; Problems and Solutions, which could be in the form of Multiple Choice Questions, Fill in the blanks, Matching Questions, Short Answer Questions, Long Answer Questions, Quizzes, Assignments and solutions, Discussion forum topics and setting up the FAQs, Clarifications on general misconceptions.

The students who will participate in at least 75% of the activities (online class + time bound assignments + discussion forms for a subject) will be eligible for end semester examination for that course.

· **Process of program & Course Approval**

The draft curriculum of the program is prepared keeping in view its relevance to the global, national, regional and local needs by taking the feedbacks from the stakeholders (Parents, Faculty Students, Alumni and Employer) and is then deliberated very meticulously by BOS. It also checks and defines the feasibility, credit hours and scheme of examination. The final recommendations of BOS are further discussed and reviewed in BOF. The recommended program curriculum is then submitted to Academic Council of the University for its Final Approval. On these lines the first year e-contents in the four quadrants will be prepared at least one month before the start of the session. The revision in course contents (addition/deletion), introduction of any new area specific or value-added courses are taken up with the robust mechanism of feedback on curricula prevailing in the university.

· **Faculty & Support staff**

The required number of competent and domain specific faculty (Professor, Associate Professor, and Assistant Professor) is already available in the department and shall be allocated as per the requirements stipulated in the UGC Regulations & Guidelines for Online program. Furthermore,

the adequate IT Technical staff are deployed for conduct of Virtual labs and managing the IT infrastructure. Also, administrative staff is available at the department and Institute level for the management of EMS, student records etc.

· **Identification ofMedia**

The required media to be used for the program for online delivery of its stipulated courses have already been identified with the proportion as stated below:

Media to be used for curriculum	Percentage
Audio/Video material	20%
Work related exercises practical/Quizzes and Assignments	47%
Digital contents	33%

· **Student Support Services System:**

For the successful implementation and execution of the program, one program coordinator at the level of Professor shall be designated. The designated Program Coordinator at the end of program for a batch of students shall see the overall attainments of expected Program Outcomes to take further necessary corrective measures and actions for its continuousimprovement.

In addition to Program Coordinator, for proper planning, execution and regular monitoring of the course content delivery of each course, one Course Coordinator shall be designated, who at the end of completion and examinations of the course, shall see the course attainment level of the students register for that particular course. In addition to the Program and course coordinators, there will be a course mentor (as per UGC guidelines), for providing the academic support to the learners and also for managing the teacher-learner interaction groups. For immediate /addressing to the day to day queries/doubts of the enrolled students, course mentors shall be designated/ appointed for each course.

A transparent and robust feedback mechanism from all stake holders shall be put in place as per the prevalent practice for the normal programs being offered in the University.

The queries/concerns/issues/grievance shared by the learner/student will have a time bound resolution mechanism. In case the course mentor is not able to handle/resolve the issues, it will be escalated to course coordinator, then to program coordinator and in the last to the Director level. The

learner will be informed about the status of his concern through a transparent online Rehressal mechanism.

4. Procedure for admissions, curriculum transaction andevaluation

- · **Eligibility Criteria**

  Bachelor/Graduation Degree (in any stream) from a recognized University with 50% marks

  Fee Structure (To be finalized by Higher Authorities)

  Rs 2,05,000/- for two years to be paid in two installments.
  First year: Rs 25,000/-(onetime non- refundable registration fees) + 90000/-
  Second Year: Rs 90000/-

- · **Scholarship Policy***

a. On Merit Basis

80 % and above marks / CGPA in Qualifying exam will be awarded 100 % tuition fee waiver
70% to 79.99% marks / CGPA in Qualifying exam will be awarded50% tuition fee waiver
60% to 69.99% marks / CGPA in Qualifying exam will be awarded 25% tuition fee waiver

b. Under Special Category

Categories	Fee Concession	Documents to be Submitted	Continuation
Empowering Women (For women on Sabbatical)	25% on Tution Fee	Self Declaration	For all Years
Alumni Special(MREI Alums)	25% on Tution Fee	Certificate/Degree Having Student enrollment no.	For all Years
Government Special(Working with State Govt. or Central Govt.)	25% on Tution Fee	ID Proof having Employee no.	For all Years
Sports(State Level & above)	25% on Tution Fee	State Level or National Level Certificate	For all Years
Divyang	25% on Tution Fee	Disability Certificate	For all Years

I. Conditions for Continuation of Scholarship Policy

Maintain a minimum CGPA of 6.5 Annually (Ist& 2nd Semester).However, if any student considered for fee concession in the first year fails in any of the subject, he/she may be considered for continuation of fee concession provided that he/she shall have to clear the subjects in the subsequent academic year failing which he/she may be not be considered for the continuation of Fee Concession.

- · **Web Based Tools to be Adopted**

The online academic delivery will be ensured through Microsoft Teams / Google Meet platforms. All the record keeping will be done by Web based Portal (ICloud EMS) which allows the student to access to the following:

- Admission & EnrolmentDetails
- Fee Details and Online Fee PaymentGateway
- Prospectus, Regulations &Syllabus
- Notifications (Admissions, fees, examinationsetc.)
- LessonPlan
- Continuous Assessments/Assignments
- Online PCP Classroom Lectures (Recorded or via Virtual Classroom session) as conducted eachsemester.
- Online Copy of the Gradesheet.
- Recording of the lectures, delivered in onlinemode.

- · **Academic Calendar**

S.No	Name of the Activity	Semester 1	
1.	Course Registration and start of classes	1st day of Session	
2.	Conduct of the first sessional tests T1(from first half of the syllabus)	49th day	54th day
3.	Uploading of the result on the web portal	61th day	
4.	Conduct of the second Sessional tests T2 (from second half of the syllabus)	112th Day	117th day
5	Uploading of the result on the web portal	124th day	
6.	Conduction of the end semester practical exams	131th day	137th day
7.	Conduction of the end semester theory exams	147th day	151th day
8.	Upload the complete result on ERP/website	162th day	
9.	Next semester academic calendar	166th day	

· **Examinations#**

The evaluation will include two types of assessments;
(i) Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:
For continuous or formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

MCQs	30%
Subjective (Short/Long)	40%
Discussion/Presentation	15%
Projects/Group Activities etc	15%

(ii) For summative assessment (end semester examination or term end examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions: 30%
Short/Long Questions: 70%

• **Passing Criteria in Internal Assessment/ Continuous Evaluation and External/ End Semester Evaluation:**

Student will be declared pass in the subject if he/she scores jointly 40% marks in Internal Assessment / Continuous Evaluation and External/ End Semester Evaluation.

Marks or grades obtained in continuous assessment and end semester examinations or term end examinations shall be shown separately in the grade card.

• **Grading System :**

Grade	Grade Point (GP)	Description of performance	Recommended range of marks in percent	Expected number of students in a Grade
O	10	Outstanding	95 – 100	0
A+	9	Excellent	85 – 94.9	Not > 10%
A	8	Very Good	75 – 84.9	Not > 15%
B+	7	Good	65 – 74.9	Not > 15%
B	6	Above Average	55 - 64.9	Not > 40%
C	5	Average	45 – 54.9	Not > 10%
P	4	Pass	40 - 44.9	Not > 10%
F	0	Fail	0-39.9	Not > 10%

AB	0	Absent		0
AP		Audit Pass		0

5. Requirement of LibraryResources

The library services at ManavRachna can be accessed using the
link https://manavrachna.edu.in/international-institute-of-research-and-studies/central-library/

It offers a range of services for academic and research pursuits:

- Circulation Services
- Reference & ResearchServices
- DigitalLibrary
- Current AwarenessService
- User OrientationPrograms
- Wi-Fi andInternet
- Photocopy, Scanning and PrintingFacilities

6. Cost estimate of the program and theprovisions
Budget for Audio/Video Production, LMS and other requirements:

- Bandwidth- 200 Mbps for one year
- 180000/- per year (Rs 1000 peryear)
- Cloud Account AWS- Rs. 10,000 – 15,000/- peryear
- Virtual Machine- Rs. 1500/- month per virtualmachine

7. Quality assurance mechanism and expected programoutcomes

The IQAC is striving to bring newer initiatives pertaining to research, campus development, ICT adoption in teaching, providing better focus for the research scholars through workshops, coordinating Academic and Administrative Audit of the University, etc. At the end of every academic year, the University conducts assessment of the curriculum/ course/ academic program by students. The 5 assessment focuses on broad areaslike

1) Reasons for selectingcourses,
2) Facilities available in theDepartments,

3) Quality of thesyllabus,

4) Internal assessmentevaluation,

5) Quality of the teacher in terms of regularity to classes, command over language, encouragement of students in the classes, completion ofsyllabus.

Towards the Quality Assurance Mechanism for online distance Programs, the University shall establish a **Centre for Internal Quality Assurance**(CIQA). The CIQA will be required to

1. Conduct training and capacity building of teaching and administrativestaff.

2. The University IQAC's cell shall work closely with the CIQA to develop Feedbackmechanisms,

3. to allow for Program and Process Review on a regular basis. 360 Degree feedback, from Students, Faculty and Alumni shall be processed, and suggestions and improvements incorporatedaccordingly.

4. The Course shall be benchmarked with the Courses conducted in campus, for online students/learners, in order to ascertain the quality. These indicators shall be used to constantly improve upon the programs, and make them at par industry standards and expectations.

5. Coordinate with third party auditing bodies for quality audit ofprogram (s)

6. Prepare and submit and annualreport

Expected Program Outcomes and Program Specific Outcomes

An MBA graduate is expected to imbibe and exhibitthe following attributes whichare indicative of the graduate's ability and competence to work as a management professional upon graduation. The achievement of all outcomes indicates that the graduate is well prepared to achieve the program educational objectives down the road. The department of Management Studies has the followingprogram outcomes:

PO 1: Be able to work collaboratively in a team, with competencies in disciplines of management and business

PO 2: Be able to apply management theory and analysis for problem solving, critical thinking and decision- making

PO 3: To acquire skills to develop value- based leadership and interpersonal relations

PO 4: Be able to identify and analyze economic, multicultural, national and international issues in the global business environment

PO 5: Be aware of legal, ethical and social responsibilities and translate them into effective corporate policies

End