



**DEVI AHILYA VISHWAVIDYALAYA, INDORE**  
( Formerly University of Indore ), NAAC A<sup>+</sup> Grade  
State University of Madhya Pradesh, India

# **PROGRAMME PROJECT REPORT (PPR)**

## **FOR**

# **Masters in Business Administration (MBA in Open, Distance and Online Mode)**

Prepared by –  
Directorate of Distance Education  
Center for Open, Distance and Online Learning

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Dr. J. K. Singh  
S.P. Singh  
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## (i) Programmes mission and objectives:

### Background -

Devi Ahilya Vishwavidyalaya (DAVV), formerly University of Indore, is a premier University in Central India, has completed 54th years of establishment, educational commitment and services. It is the First State University of Madhya Pradesh which has been accredited with "A" grade by NAAC. The university jurisdiction spans across several districts which are in the urban as well as tribal areas. The university is recognized for its innovative and professional programs which attract high employment ratio. It caters to more than 3 lac students every year through its teaching departments, affiliated colleges and centers.

It has been offering several UG and PG programs in management for last 50 years. The high demand ratio for the management program is visible in terms of high application to admission ratio. Moreover, Indore being a commercial city, hosts several large business due to vicinity of SEZs, offers ample employment opportunity to management graduates.

The "Directorate of Distance Education" at DAVV has been offering MBA program for several years. The present proposal is to offer a 2 years MBA program in Distance, Open and Online Mode.

### Mission

To make quality professional education available to all cross sections of society.

### Objectives

- Imparting fundamental knowledge of management discipline to the learners
- Providing comprehensive insight into functional areas of management and to develop the understanding of Social, legal and ethical responsibilities of organization
- Offer training of required managerial skills for leadership, decision making, problem solving and other aspects of making an industry ready workforce.

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## **(ii) Relevance of the program with HEI's Mission and Goals:**

DAVV's Mission is to "Educate and empower the learners to realize their potential through righteous blending of knowledge, skills, and values for serving the society." To achieve this Mission, DAVV has laid out several objectives out of which following are specifically relevant to proposed MBA program :-

- Facilitating learner centric multidisciplinary course curriculum, pedagogy and resources through technology enabled joyful and diverse learning environment.
- Providing demand driven educational programmes for enhancing skills and employability
- Addressing issues and priorities for empowering local community with a global perspective

The proposed MBA program offers a bouquet of courses that are meant to equip the graduates with professional competencies that make them "industry ready" thus generating higher employment in the region. It also encompassed the university's effort of making education available and affordable to all.

## **(iii) Nature of prospective target group of learners:**

The proposed MBA program is designed to target all those graduates who are deprived of formal college education in conventional mode due to any reason. Inclusivity and Affordability are the major parameters while identifying the target group of learners.

Therefore, prospective student for MBA (Distance, Open and Online Mode) is a person who has completed his /her graduation in any discipline. The graduates with an aptitude to acquire skills and knowledge of management may be from all socioeconomic strata such as (not limited to) :-

- urban and rural backgrounds
- Manufacturing, service or agricultural background
- Working or non working
- Private or public sector employees

"Education for All" is the motto behind this program

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**(iv) Appropriateness of programme to be conducted in Open and Distance Learning and/or Online mode to acquire specific skills and competence:**

The requirement of workforce having managerial skills and competencies consistent with requirement of business and corporate has been increasing widely. People who are already employed, people who need to develop knowledge and skills for higher growth in career, people who want to become employable but have no access to formal college education due to remote distances and other reasons, are in dire need of an MBA program in distance education mode. This program aims at enabling the learning to acquire formal education at his/her own pace from his/her location and become employable.

Emerging sectors of the economy such as, Retail, logistics and supply chain, banking and finance, consulting etc, offer alluring career opportunities for management graduates. Managerial Skills and competencies are pre-requisites for such jobs. To fulfill these needs, DDE-DAVV as a HEI for distance learning, plays important role by providing flexible and cost effective education to enhance their productivity skills while continuing regular employment. Open and Distance mode is suitable to reach out to the target group particularly living in remote areas.

The program has been designed by renowned industry experts and experienced academicians considering recent advancement in the field. Timely review of program to be done with a view to keep the content upgraded. Practical training will enable learner hands on training in the field.

**Learning Outcomes:**

Learner will be able to:

- Identify and develop skills & knowledge required by management professionals in different functional areas such as Marketing, Finance, HR etc
- Understand economic, environmental, political, legal, and regulatory contexts of global business practice
- Understand, analyze, and apply ethics frameworks to corporate social responsibility and

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ethical decision making

- Assess environment and opportunities; align business activities and develop and implement strategic change in complex and uncertain conditions

### (v) Instructional Design:

The MBA (distance, Open and Online) is divided into four semesters spread over 2 years. Every semester, the learner will study 6 subjects of 4 credit each. He may choose from offered subjects as elective and core. The end semester exam has 60% weightage and continuous internal assessment has 40% weightage. In the last two semesters the candidate may select his/her area of specialization. We offer the specialization in three streams: - Marketing Management, Financial Management and Human Resource Management

Duration of the programme – The proposed program will be offered as a 2 years program consisting of Four Semesters.

Curriculum design – As per Annexure 1

Detailed syllabi – The detailed syllabi are made by the expert committee and are approved by appropriate authority. The syllabi is updated regularly to suit the industry needs. The courses are identified as Core Compulsory, Core and Electives. Further, there are Functional Electives and Discipline centric Electives. The Learner is given ample choice to of specialization and courses to select subjects according to his interest.

Faculty and support staff requirement – Identified as per need

Instructional delivery mechanisms – As per Ordinance 14 of the University. This Ordinance is passed by the coordination committee at the state level and is applicable for all universities in the state of MP. DAVV has also adopted this ordinance for all programs.

Student support service systems. – DAVV has a proper mechanism in place for student support services. For the students of DDE following support services are specially provided-

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- Counseling sessions are provided to students to choose the courses of their interest and plan their courses of study for career advancement.
- Personal Contact Programme (PCP) / Doubt Clearing Sessions will be held in each semester as part of student support services. This would help the students to interact with experts in the course and clarify doubts.
- E-Learning portal for distance education students will be a medium for the dissemination of knowledge, skill enrichment, assist in examination preparation, exchange of experience and collaborative participation.
- Facilities and Guidance is provided to students for admission, Online classes and career guidance

**(vi) Procedure for admissions, curriculum transaction and evaluation:**

As per Ordinance 14 of the university and /or as decided from the university from time to time.

**(vii) Requirement of the laboratory support and Library Resources:**

The university has a well-developed computer center which is available for the students of MBA program. Other than this, a language lab is also functional in the university.

**(viii) Cost estimate of the programme and the provisions:**

A consolidated fee of Rs 34,000 per annum will be charged.

**(ix) Quality assurance mechanism**

The university has a well functioning Internal Quality Assurance cell. In addition, ODL has its own quality assurance committee which is formed in accordance with UGC guidelines. The Centre for Internal Quality Assurance Committee oversees the functioning of Centre for Internal Quality Assurance and approve the reports generated by Centre for Internal Quality Assurance on the effectiveness of quality assurance systems and processes. There is a proper Quality Monitoring

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Mechanism in place that looks into areas like governance, formulation of Objectives, guiding the programme development and approval processes, programme monitoring and Review etc.

There is an appropriate process of Quality Audit in place. Mechanism is being defined for Academic Planning, Validation, Monitoring, Evaluation and Enhancement Plans, monitoring Learner Support Centers, Examination Centers etc.

Provisions are made to ensure "Quality Standard" for Learning Materials, audio video material and online and computer based material.

The center will strive to maintain quality in the services provided to the learners and undertake self-evaluative and reflective exercises for continual quality improvement in all the systems and processes of university. It will also undertake following activities for strengthening the program –

- Regular faculty development programs
- Feedback analysis for quality improvement
- Annual academic audit
- Standardization of learning resources by periodic revision of program depending upon the changing industry trends.

#### x) Expected programme outcomes:

The MBA(Distance and Online Mode) will be able to :

- Train management professionals with required skills and competencies in different functional areas such as Marketing, Finance, HR etc
- Reduce the gap of employable graduates required by industry by expanding the program to remote areas.
- Contribute to enhancing gross enrollment ratio in higher education.
- Contribute towards the university's vision of serving those cross section of society which are located particularly in tribal districts of it's jurisdiction.

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ANNEXURE 1

**Devi Ahilya University**  
**MBA (Distance and Online Mode)**  
**Proposed Scheme**

**Mission**

To make quality professional education available in Distance and Online mode to all cross sections of society.

**Objectives**

- Imparting fundamental knowledge of management discipline to the learners
- Providing comprehensive insight into functional areas of management and to develop the understanding of Social, legal and ethical responsibilities of organization
- Offer training of required managerial skills for leadership, decision making, problem solving and other aspects of making an industry ready workforce.

**Learning Outcomes:**

Learner will be able to:

- Identify and develop skills & knowledge required by management professionals in different functional areas such as Marketing, Finance, HR etc
- Understand economic, environmental, political, legal, and regulatory contexts of global business practice
- Understand, analyze, and apply ethics frameworks to corporate social responsibility and ethical decision making
- Assess environment and opportunities; align business activities and develop and implement strategic change in complex and uncertain conditions

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### Curriculum Design

The MBA(Distance and Online) program has been designed in accordance with the Ordinance 14 of the University, which has been approved by the Coordination Committee in its meeting held on 25/10/2017 and Adopted by Devi Ahilya Vishwavidyalaya in its EC meeting held on 04/12/2017. The MBA(Distance and Online) program is divided into four semesters which has core, core compulsory and elective subjects. In order to complete the program, a student has to take 96 credits in all (24 credits in each semester). The student can complete the required credits in the following ways –

- Choose all subjects from the basket of elective and core subjects offered by DDE DAVV.
- Choose 40% subjects from MOOCs offered by recognized bodies such as SWAYAM and remaining 60% from courses offered by DDE, DAVV.

The end semester exam has 60% weightage and internal assessments have 40% weightage. In the third and fourth, the candidate selects his/her area of specialization. We offer the following specialization streams:

1. Marketing Management
2. Financial Management
3. Human Resource Management

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Program Scheme and Credit Structure

SEMESTER 1				
(Total subjects to be chosen in the semester 6 = 2 core compulsory+1 core+3 Elective Foundation)				
Semester	S.NO	Course	Credit	Nature
1	1	Management and Organization	4	Core Compulsory
1	2	Marketing Management	4	Core Compulsory
1	3	Business Maths	4	core
1	4	Business Communication	4	core
1	5	Quantitative Methods	4	Elective Foundation
1	6	Business Ethics and Management by Indian Values	4	Elective Foundation
1	7	Business Accounting	4	Elective Foundation
1	8	Managerial Economics	4	Elective Foundation
Subtotal of credits required in this semester			24	
SEMESTER 2				
(Total subjects to be chosen in the semester 6 = 2 core compulsory+1 core+3 Elective Foundation)				
Semester	S.NO	Course	Credit	Nature
II	1	Financial Management	4	Core Compulsory
II	2	Human Resource Management	4	Core Compulsory
II	3	Business Law	4	core
II	4	Research Methodology	4	core
II	5	Production & Operation Management	4	Elective Foundation
II	6	Data Analytics	4	Elective Foundation
II	7	Operations Management	4	Elective Foundation
II	8	IT for Managers	4	Elective Foundation
Subtotal of credits required in this semester			24	

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SEMESTER 3				
(Total subjects to be chosen in the semester 6 = 2 core compulsory+4 Discipline Centric Electives)				
CORE -COMPULSARY SUBJECTS				
III	1	Entrepreneurship and New Ventures	4	Core compulsory
III	2	Project Management	4	Core compulsory
SPECIALISATION- ANY ONE SPECIALISATION TO BE SELECTED OUT OF MARKETING / FINANCE / HR				
SPECIALIZATION 1- MARKETING				
III	3	Product and Brand Management	4	Discipline Centric Elective
III	4	Consumer Behaviour	4	Discipline Centric Elective
III	5	B 2 B Marketing	4	Discipline Centric Elective
III	6	Retail Marketing	4	Discipline Centric Elective
III	7	Sales and Distribution Management	4	Discipline Centric Elective
III	8	Supply Chain Management	4	Discipline Centric Elective
SPECIALIZATION 2- FINANCE				
III	3	Financial Market Products & Services	4	Discipline Centric Elective
III	4	Insurance and Bank Management	4	Discipline Centric Elective
III	5	Financial Statement Analysis and Valuation	4	Discipline Centric Elective
III	6	Investment Analysis and Portfolio Management	4	Discipline Centric Elective
III	7	Behavioural Finance	4	Discipline Centric Elective
III	8	Financial Risk and Derivatives	4	Discipline Centric Elective
SPECIALIZATION 3- HR				
III	3	Training and Development	4	Discipline Centric Elective
III	4	Performance Management	4	Discipline Centric Elective
III	5	Industrial Relations and Labour Laws	4	Discipline Centric Elective

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III	6	Human Resource Development	4	Discipline Centric Elective
III	7	Compensation and Reward Management	4	Discipline Centric Elective
III	8	HR Planning and Audit	4	Discipline Centric Elective
Subtotal of credits required in this semester			24	
<b>SEMESTER 4</b>				
(Total subjects to be chosen in the semester 6 = 2 core compulsory+4 Discipline Centric Electives)				
<b>CORE -COMPULSARY SUBJECTS</b>				
III	1	Strategic Management	4	Core compulsory
III	2	Corporate Governance	4	Core compulsory
<b>SPECIALISATION- ANY ONE SPECIALISATION TO BE SELECTED OUT OF MARKETING / FINANCE / HR</b>				
<b>SPECIALIZATION 1- MARKETING</b>				
III	3	Rural Marketing	4	Discipline Centric Elective
III	4	Services Marketing	4	Discipline Centric Elective
III	5	Integrated Marketing Communication	4	Discipline Centric Elective
III	6	Direct and Event Marketing	4	Discipline Centric Elective
III	7	Digital Marketing	4	Discipline Centric Elective
III	8	Customer Relationship Management	4	Discipline Centric Elective
<b>SPECIALIZATION 2- FINANCE</b>				
III	3	Credit Management and Retail Banking	4	Discipline Centric Elective
III	4	Taxation	4	Discipline Centric Elective
III	5	International Finance	4	Discipline Centric Elective
III	6	Social Banking and Microfinance	4	Discipline Centric Elective
III	7	Commodity Derivatives Market	4	Discipline Centric Elective
III	8	Corporate Valuation	4	Discipline Centric Elective
<b>SPECIALIZATION 3- HR</b>				
III	3	Organizational Change and Development	4	Discipline Centric Elective

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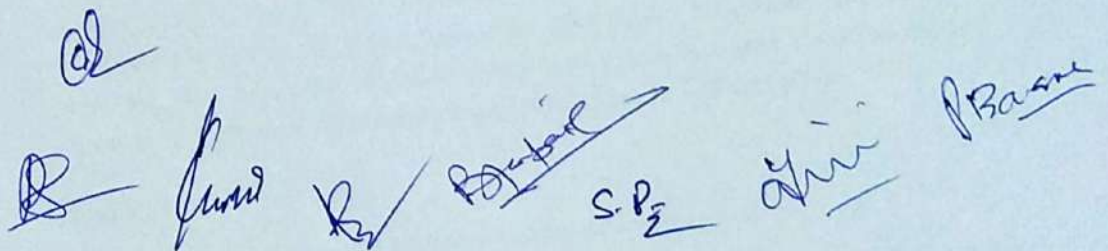
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 Directorate of Distance Education, DAVV, Indore

III	4	Industrial and Social Psychology	4	Discipline Centric Elective
III	5	Managerial Counselling	4	Discipline Centric Elective
III	6	Human Resource and information System	4	Discipline Centric Elective
III	7	Conflict and Negotiation	4	Discipline Centric Elective
III	8	Knowledge Management	4	Discipline Centric Elective
Subtotal of credits required in this semester			24	

Total Credits in two years	96
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