

Program Project Report (PPR)
for
Distance Learning Program under
Graphic Era Directorate of Distance and Online Education

Master of Business Administration

Graphic Era deemed to be University
Dehradun, Uttarakhand

PROGRAM PROJECT REPORT

Master of Business Administration

1	Degree Awarding body	Graphic Era (Deemed to be University)
2	Teaching institution	Graphic Era Directorate of Distance and Online Education
3	Name of the Program (specified by UGC / AICTE etc.)	Master of Business Administration
4	Minimum duration of the program (yrs.) as per UGC norms	2 Years
5	Minimum eligibility for admission	Bachelor Degree from a recognized University in any discipline.
6	Program level	Masters
7	Nature of Target Group of Learners	Adults/ Professional Learners/Experienced Professionals
8	Date of commencement	July 2019
9	Type of Program: Professional or General	Professional

About the University

The roots of this premiere University date back to the year 1998, when Graphic Era Institute of Technology was established. With the glorious history of academic excellence, this temple of quality education was elevated and conferred to the status of Deemed to be University on August 14, 2008.

GEU (Graphic Era University) is Declared as Deemed University U/S 3 of the UGC Act, 1956 vide Notification F.9-48/2007-U.3(A) dated August 14, 2008 and Approved by Ministry of Human Resource Development, Government of India.

GEU involves its faculty members, staff and experts from outside (eminent professors from institutions of national & international repute (IIT, NIT, IIM, Central Universities etc.), R & D organizations, industries etc. in all decision making policies. Governing system of Graphic Era University strictly follows the UGC guidelines/regulations of 2010.

Vision

We visualize GEU as an internationally recognized, enquiry -driven, ethically engaged diverse community, whose members work collaboratively, for positive transformation in the world, through courageous leadership, in teaching, research, and social action.

Mission

The mission of the University is to promote learning in the true spirit. The University offers the knowledge and skills needed to succeed as professionals, and the values and sensitivity needed to become responsible citizens of the world. The University will distinguish itself as a diverse, socially responsible learning community of high quality scholarship and academic rigor sustained by an effort that does justice.

1. Program's Mission & Objectives

The broad objective of the Program is to create professional managers, leaders and researchers in the field of Business Sectors. Specific objectives of the Program include:

- i. To get a thorough understanding of the components of Business Sectors and to acquire knowledge and information pertaining to various industries in the manufacturing and Service sectors.
- ii. To help students acquire practical skills in all the major arenas of various industries.
- iii. To equip students with managerial skills and help in entrepreneurial development.
- iv. To enhance the employability of students in accordance with the expectations of industries.

After the successful completion of the Program, the students should be competent to work in companies in private sectors, Government agencies, Academics, Research, Consultancies, NGOs etc. Additionally, the Program encourages entrepreneurship also.

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

Business organizations require trained executives to take up their activities. The demand is on the rise, especially after liberalization, privatization and globalization. But there exists a huge gap between the type and number of people required for organizations and their availability. A Degree Program in Management at the UG level will help to cater the needs of Business Organizations.

It would help students to build up their career in Managing business entities. The Bachelor of Business Administration Program of Graphic Era University has been designed to bridge the gap of availability of trained manpower required for Business Organizations.

3. Nature of prospective target group of learners

This Program mainly aims at those who are working and are willing to obtain a Degree, which would enable them to pursue higher studies. Those students who have graduated and are not able to take up full time courses can also benefit from this

Program. Another target group is Entrepreneurs. They can acquire insights about the theoretical concepts underlying business activities.

4. Appropriateness of Program to be conducted in Open and Distance Learning mode to acquire specific skills and competence

This Program is designed in such a way that it can be conducted in the Open and Distance Learning mode to acquire specific skills and competencies. The Program aims at inculcating Knowledge, Skills and Attitudes (KSA) in the students. Empowerment of students in various functional areas of business is the learning outcome envisaged in this Program. The learning outcomes include the development of knowledge and understanding appropriate to the area of business and reflect academic, professional and occupational standards required by the business sector. The learning outcomes incorporate generic transferable skills and competencies, which can be acquired during the period of doing this Program.

5. Instructional Design

FIRST SEMESTER

Code	Title	Credits	Contact Session (HRS)	Internal Evaluation on Marks	External Evaluation on Marks	Total
MBA101	Principles and Practice of Management	2	9	20	80	100
MBA102	Managerial Economics	2	9	20	80	100
MBA103	Financial Accounting	2	9	20	80	100
MBA104	Business Statistics	2	9	20	80	100
MBA105	Business Communication	2	9	20	80	100
MBA106	Marketing Management	2	9	20	80	100
MBA107	Human Resource Management	2	9	20	80	100
MBA 108	Operations Management	2	9	20	80	100
	Total	16	72	160	640	800

SECOND SEMESTER

Code	Title	Credits	Contact Session	Internal Evaluation	External Evaluation	Total
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			n (HRS)	n on Marks	on on Marks	
MBA201	Organizational Behavior	2	9	20	80	100
MBA202	Business Research Methods	2	9	20	80	100
MBA203	Financial Management	2	9	20	80	100
MBA204	Operation Research	2	9	20	80	100
MBA205	Management Accounting	2	9	20	80	100
MBA206	Regulatory Framework for Business	2	9	20	80	100
Major I	FIN/MKT/HRM/SCM Paper 1 *	2	9	20	80	100
Major II	FIN/MKT/HRM/SCM Paper 2 *	2	9	20	80	100
	Total	16	72	160	640	800

SPECIALISATION (IInd SEMESTER)

FINANCE (2 Major)

- 1.MBA 207 (F) Income Tax Planning
- 2.MBA 208 (F) Financial Institutions & Markets

HUMAN RESOURCE (2 Major)

- 1.MBA 207 (H) Industrial Relations
- 2.MBA 208 (H) Training and Development

MARKETING (2 Major)

- 1.MBA 207(M) Consumer Behavior
- 2.MBA 208(M) Marketing of Services

SUPPLY CHAIN MANAGEMENT (2 Major)

- 1.MBA 207 (S) Supply Chain Management
- 2.MBA 208 (S) Materials Management.

THIRD SEMESTER

Code	Title	Credits	Contact Session (HRS)	Internal Evaluation on Marks	External Evaluation on Marks	Total
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MBA301	Strategic Management	2	9	20	80	100
MBA302	International Business	2	9	20	80	100
MBA303	Entrepreneurship & Small Business Management	2	9	20	80	100
MBA304	Business Environment	2	9	20	80	100
Major 3	FIN/MKT/HRM/SCM Paper 3	2	9	20	80	100
Major 4	FIN/MKT/HRM/SCM Paper 4	2	9	20	80	100
Elective 1	Elective 1* (F/M/H/IB/BA/SC/EN/CM)	2	9	20	80	100
Elective 2	Elective 2* (F/M/H/IB/BA/SC/EN/CM)	2	9	20	80	100
MBA309	Organization Study (Minor Project)	2	9	20	80	100
	Total	18	81	180	720	900

SPECIALISATION (MAJOR AND MINOR) IIIRD SEMESTER

FINANCE (3 Major, 2 Minor)

1. MBA 304 (F) Financial Services
2. MBA 305 (F) Security Analysis & Portfolio Management
3. MBA 306 (F) International Finance
4. MBA 307 (F) Corporate Finance
5. MBA 308 (F) Financial Planning

HUMAN RESOURCE (3 Major, 2 Minor)

1. MBA 304 (H) Human Resource Planning and Development
2. MBA 305 (H) Labor Laws
3. MBA 306 (H) Human Resource Information System and Analytics
4. MBA 307 (H) Cross cultural and Global HRM
5. MBA 308 (H) Organizational Change and Development Techniques

MARKETING (3 Major, 2 Minor)

1. MBA 304 (M) Customer Relationship Management
2. MBA 305 (M) International Marketing
3. MBA 306 (M) Marketing Research
4. MBA 307 (M) Integrated Marketing Communication
5. MBA 308 (M) Sales Management

LOGISTICS AND SUPPLY CHAIN MANAGEMENT (3 Major, 2 Minor)

1. MBA 304 (S) Logistics Technology & e SCM
2. MBA 305 (S) Transportation, Distribution , Warehousing and Inventory Management

3. MBA 306 (S) Retail Logistics.
4. MBA 307 (S) Maritime Logistics.
5. MBA 308 (S) Green Logistics

INTERNATIONAL BUSINESS (2 Minor)

1. MBA 304 (IB) International Trade and Documentation
2. MBA 305 (IB) International Marketing

ENTREPRENEURSHIP (2 Minor)

1. MBA 304 (EN) Business Environment for Entrepreneurship
2. MBA 305 (EN) Entrepreneurial Innovation & Business Plan

BUSINESS ANALYTICS (2 Minor)

1. MBA 304 (BA) Fundamental of Business Analytics and Business Intelligence
2. MBA 305 (BA) Advance software in Business Analytics

CORPORATE MANAGEMENT (2 Minor)

- 1 MBA 304 (CM) Critical Thinking and Decision Making
- 2 MBA 305 (CM) Corporate Communication

FOURTH SEMESTER

Code	Title	Credits	Contact Session (HRS)	Internal Evaluation on Marks	External Evaluation on Marks	Total
MBA401	Project Management	2	9	20	80	100
MBA402	Information Systems Management	2	9	20	80	100
MBA403	Business Ethics & Corporate Governance	2	9	20	80	100
Major 6	FIN/MKT/HRM/SCM* Paper 5	2	9	20	80	100
Major 7	FIN/MKT/HRM/SCM* Paper 6	2	9	20	80	100
Elective 3	Elective 3* (F/M/H/IB/BA/SC/EN/CM)	2	9	20	80	100
	Comprehensive Viva Voce	2	9	20	80	100
	Total	14	63	140	560	700

Duration of Program

The duration of the MBA Program of study is two academic years with four semesters.

Instructional Delivery Mechanism

In addition to provide SLMs prepared in line with the UGC guidelines on preparation of SLMs, students are being offered contact hours for each semester. The personal contact Programs are being taken using audio visual aids, and students are encouraged to use web resources such as books, notes, videos etc.

Study time	Approx. percentage of Credit
Print material including Audio/Video material	55%
Work related exercises practical/Quizzes and Assignments	25%

FINANCE (2 Major, 1 Minor)

1. MBA 404 (F) Financial Derivatives
2. MBA 405 (F) Corporate Tax Planning
3. MBA 406 (F) Banking Management

HUMAN RESOURCE (2 Major, 1 Minor)

1. MBA 404 (H) Corporate Leadership
2. MBA 405 (H) Performance and Compensation Management
3. MBA 406 (H) Counseling Skills for Managers

MARKETING (2 Major, 1 Minor)

1. MBA 404 (M) Digital Marketing
2. MBA 405 (M) Product and Brand Management
3. MBA 406 (M) Marketing Strategy and Competitive Analysis

LOGISTICS AND SUPPLY CHAIN MANAGEMENT (2 Major, 1 Minor)

1. MBA 404 (S) International Logistics and Global SCM
2. MBA 405 (S) Strategic Issues in SCM

INTERNATIONAL BUSINESS (1 Minor)

1. MBA 404 (IB) International Logistics and Global SCM

ENTREPRENEURSHIP (1 Minor)

1. MBA 404 (EN) Social Entrepreneurship

BUSINESS ANALYTICS (1 Minor)

1. MBA 404 (BA) Predictive Analytics and Data Visualization

CORPORATE MANAGEMENT (1 Minor)

1. MBA 404 (CM) Corporate Leadership

Through Web conferencing tool/internet based.	20%
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The benefits of Graphic Era-LMS:

- Enhanced Classroom Teaching- Learning experience
- Collaborative learning and Performance tracking of students
- Enhanced quality of assignments and projects
- Better Learners' engagement
- 24 X 7 Anytime, Anywhere Access
- Transparent Assessment System
- Providing up-to-date Articles to students through RSS Feeds
- Transition from "Teacher Centric Classroom" to "Student Centric Classroom" □ Continuous Assessment of Learners
- To enable Learners to track their own Performance and collaborative learning
- Learner Engagement; enabling faculty to track student performance based on learning outcome
- To Enhance the quality of assignments and projects. To enable free and fair student feedback.

After successful implementation of LMS, we aim to integrate learning analytics to track the student learning progress and to maintain quality enhancement. This will make strategic impact on the overall learning experience of the students. The integrated learning analytics is the measurement, collection, analysis & reporting of data about learners & their context for purpose of understanding and optimize the learning environment in a desired way.

Activity Planner (Calendar)

S.No.	Event	Batch	Last Date
1	Commencement Of Semester	January	1st January
		July	1st July
2	Dispatch Of Study Material	January	Within 15 Days Of Fee Confirmation
		July	
3	Assignment Submission	January	Will Be Notified
		July	Will Be Notified
4	Submission Of Synopsis	January	30th April
		July	30th October
5	Project Report Submission	July	30th April
		January	30th October
6		January	April/May

	Week End Personal Contact Programs	July	October/November
7	Admit Card Generation	January/July	2nd Week Of May To 25th May
			2nd Week Of November To 25th November
8	End Term Examination	January/July	2nd Week Of June (ETE June)
			2nd Week Of December (ETE December)
9	Result Declaration Of End Term Examination	January	Last Week Of August
		July	Last Week Of February

Student Support Service Systems at GEU

The GEU establishes Learner Support Centers for the students at different locations within the jurisdiction of the University to facilitate contact classes and practical sessions.

6. Procedure for Admissions, Curriculum Transaction and Evaluation

Qualification to get an admission for MBA Program is a pass in Graduation in any discipline

Course Fee Structure

(Amount In INR) 12500.00

(Payable on semester basis which include all deliverable)

The fee payment options are available per both offline with DD and online mode on Graphic Eraonline.com and using NET banking.

Verification of Documents:

1. Qualifying Certificates i.e. SSLC, Plus Two
2. Candidates possessing qualifications from other Universities should also produce Migration Certificates / NOC from the Universities or Other Board of Examinations.
4. TC from the educational institution where the candidate last studied.

Assessment Pattern: The assessment pattern will be continuous which consists of the following:

- Examinations
- Assignments

- Internals
- Test Papers
- Projects
- Evaluation

Industrial Training Report

Students shall be required to undergo two to three weeks of practical training during the Fourth semester in any Business organization selected based on the guidelines provided by the University. They are required to submit a comprehensive report, as per the prescribed format, at the end fourth semester. The report will have an internal evaluation at the end of the semester.

7. Requirement of Laboratory Support and Library Resources

The library has an Advisory Committee which comprises of: Vice Chancellor (Chairman), Members: Pro-Vice Chancellor, Finance officer all Deans, HODs, Professor Incharge Library and librarian as Secretary. The committee has initiated and carried out several activities such as-

- i. INFLIBNET Shodhganga, Shodh Gangotri:
- ii. Turnitin-anti plagiarism software
- iii. Online full-text electronic resources, e-books
- iv. Wi-Fi Accessibility

The layout of the library consists of individual reading carrels, lounge area for browsing and relaxed reading, IT zone for accessing e-resources.

Individual reading carrels are in every floor. Clear and prominent display of floor plan; adequate sign boards; fire alarm; access to differently-abled users and mode of access to collection.

The tools in the library deployed are:

- i. Online Public Access Catalogue (OPAC) is used to have online public access.
- ii. Electronics resource management package for e-journals

The University has following subscription for online full-text electronic resources, e-books.

- i. IEEE-All society periodical (ASPP)

- ii. ASCE E-Journals Package (34 e-journals, back files access since 1983)
- iii. ASME E-journals Package (26 e-journals, back files access since 2000)
- iv. EBSCO-Business source elite (1802e-journals)
- v. ACM DIGITAL LIBRARY
- vi. McGraw-Hill's Access Engineering (523 e-books)
- vii. Turnitin-Anti Plagiarism web tool (100 users)
- viii. Scopus and Science Direct database subscription.
- ix. **Federated searching tools to search articles in multiple databases:** Turnitin-anti plagiarism software Solution is available to search articles in multiple databases. In-house/remote access to e-publications: In house access to e-publications is available through individual IP address The Library is fully automated using ERP Software. Automated acquisition module, technical processing module for new purchase (Data entry, bar code generation) and circulation module for issue and return of books to the readers are processed with SIM. Library automation work management and back up management are administered through centrally controlled server room.

8. Quality assurance mechanism and expected program outcomes

The GEU has devised the following mechanism for monitoring the effectiveness of the MBA Program to enhance its standards of curriculum, instructional design etc.

- (a) Established a monitoring Committee at the University level to develop and put in place a comprehensive and dynamic internal quality assurance system to enhance the quality of the Programs offered through distance mode as per the norms and guidelines of the University Grants Commission (Open and Distance Learning) Regulations, 2017.
- (b) The GEU has an approved panel of experts for preparing SLM. The SLM prepared is being edited by the board of subject expert. The SLMs are developed with the approach of self-explanatory, self-contained, self-directed, self-motivating and self-evaluating.

(c) The GEU has full time faculty members exclusively for coordinating the Program and also has a panel of qualified guest teachers for counselling students and engaging in personal contact Programs.

The progress and the quality of the Program will be monitored by the Internal Quality Assurance Cell of the University from the outcome and feedback of the learners as well as the proper documentation maintained in the Centre.