



कन- विज्ञान विद्युक्तये

डॉ. (श्रीमती) रेनु बतरा
संयुक्त सचिव

Dr. (Mrs.) Renu Batra
Joint Secretary



सत्यमेव जयते

विश्वविद्यालय अनुदान आयोग

University Grants Commission

(मानव संसाधन विकास मंत्रालय, भारत सरकार)

(Ministry of Human Resource Development, Govt. of India)

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By Speed Post

F.No. UGC/DEB/WB/BU/2013/Vol-II/67

August, 2015

The Vice Chancellor
University of Burdwan
Golapbag, Burdwan- 713104
West Bengal

02 SEP 2015

Sub : Recognition for additional programmes of MBA under ODL mode during 2015-16.

Sir,

This has a reference to your letter no. DDE/Secc./DE/24/2014-15/139 dated 10.02.2015 on the subject mentioned above. In this regard, this is to inform you that the Distance Education Committee of UGC in its meeting held on 20.07.2015, decided to allow the university to offer MBA programme under ODL mode during the year 2015-16 as an additional programme.

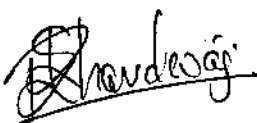
2. The above decision was based on evaluation of the Self Learning Material for the MBA programme by an expert committee of the University Grants Commission. The expert committee made certain suggestions for improvement in the SLM and a copy of the report of the evaluation committee is enclosed herewith. You are required to modify/ improve your SLM for the programme before they are sent to the students admitted to the MBA programme during 2015-16.

3. Moreover, the university shall also scrupulously abide by the following terms and conditions, while offering the programme through distance learning mode during the session 2015-16 :-

- i) The University shall offer only those programmes through Open and Distance Learning (ODL) mode, which are approved by the statutory bodies of the University as per norms and also by UGC and wherever necessary by the apex regulatory bodies in the country.

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- ii) It is the responsibility of the University to follow the norms prescribed by the concerned regulatory body/ies such as UGC, AICTE, NCTE/any other and also seek its/their prior approval, wherever required.
- iii) The University shall not start any new programme without prior approval of UGC and other concerned regulatory authorities in anticipation of recognition.
- iv) The nomenclature of all the programmes to be offered under distance mode shall be strictly as per UGC/AICTE Regulations.
- v) No teacher education programme shall be offered without prior approval of the NCTE.
- vi) The Ministry of HRD's directions prohibiting B.E/ B.Tech through distance mode vide it's letter dated 29.07.2009 shall be adhered to strictly.
- vii) The programmes in Engineering and Technology e.g. B.E/ B.Tech/ Diploma and courses in Medicines/ Nursing/ Physiotherapy etc. are not allowed and the University will not be offering the same.
- viii) The university shall refrain from offering such programmes that are not allowed to be offered, through distance mode by the respective apex body/ies.
- ix) No online programme leading to award of Degree/ Certification shall be offered by the University, until a policy is framed and approved by UGC in this regard.
- x) The minimum duration of a programme offered in ODL mode shall not be less than the minimum duration of similar programme offered through the regular mode.
- xi) The University shall run its ODL programmes only in those subjects/ fields which are offered by it through regular mode.
- xii) The university shall have at least one full time faculty member exclusively for coordinating each programme at the headquarters
- xiii) The eligibility conditions for admissions to each course to be offered through distance learning mode shall be as per norms of UGC/AICTE and other regulatory bodies.
- xiv) The territorial jurisdiction in respect of University for offering programmes through distance mode will be as per the policy of UGC on territorial jurisdiction and opening of off campuses/centres/study centres as mentioned in the UGC notification No.F.27-1/2012(CPP-II), dated 27th June 2013, a copy of which is also posted on the UGC website www.ugc.ac.in/deb.
- xv) The programmes in distance mode will not be offered through franchising arrangement and /or through any private institution /college.
- xvi) The University shall not offer any M.Phil/Ph.D Programme through distance learning mode in compliance to clause 5 of the UGC (Minimum Standard and Procedure for awards of M.Phil./Ph.D Degree), Regulation 2009.

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xvii) The University's management of the distance education programmes will be open for review and inspection by the UGC. The academic norms of the programmes shall be under monitoring by the concerned regulatory authorities.

4. Your University is required to send, a list of the programmes that will be offered, through distance mode, during 2015-16, duly authenticated by the Registrar of the University, after notification for admission is issued by the university. A copy of the admission notification may be endorsed to Distance Education Bureau, UGC.

5. It may also be noted that:


- i. If the university fails to comply with the above mentioned conditions of recognition and if it is found conducting affairs in a manner that leads to deterioration of academic standards, the UGC may withdraw the recognition.
- ii. In case any information, documentary evidence submitted/produced by the University/institution is found to be false or fake at a later stage, the recognition of University/institution shall be withdrawn and the University/Institution concerned shall be solely responsible for the career consequences, if any arising out of the same.

Yours faithfully,


(Dr. Renu Batra)

Copy to:

1. The Registrar, Unvieristy of Burdwan, Golapbag, Burdwan- 713104, West Bengal
2. The Director, DDE and Inspector of Colleges, Unvieristy of Burdwan, Golapbag, Burdwan- 713104, West Bengal
3. The Principal Secretary, Higher Education, Govt. of West Bengal, "NABANNA" HRBC Building, 325, Sarat Chatterjee Road, Howrah – 711 102
4. The Member Secretary, AICTE, 7th floor, Chanderlok building, Janpath, New Delhi 110002
5. The Joint Secretary (TEL), MHRD, Govt of India, Shastri Bhawan, New Delhi- 110001
- ✓ 6. Guard file
7. Publication Officer (Web), UGC for updating website.


(R.I.S Bhardwaj)
Section Officer, DEB

REPORT

SELF LEARNING MATERIAL (SLM) EVALUATION

Report of the SLM evaluation committee on proposal of **University of Burdwan, West Bengal** to offer the following programme/s **Master of Business Administration (MBA)** in addition to the already approved programmes through distance mode

A. Institutional Information

Name of the University/Institution	University of Burdwan
Name of the DE Institution	Directorate of Distance Education
Head of the Institution	Dr. Deb Kumar Panja
Designation	Director
Address	University of Burdwan, Golapbag, Burdwan - 713104 West Bengal India
Telephone	0342-2657804
Email	director@dde.buruniv.ac.in
Year of Establishment of DEI	
Year of starting DE programmes	
Recognition status as per UGC Act, 1956 under Section	
Jurisdiction of the University/ Institution as per Act/MoA	

B. Name & Designation of Experts Committee Members:

Member 1 Dr. B.B Goyal, Professor , Punjab University, Chandigarh

Member 2 Dr. J.N Misra, Professor, University of Allahabad, Allahabad

Venue of Meeting: UGC, Bahadur Shah Zafar Marg, New Delhi-110001

Date: July 16, 2015

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16/7/15 16.07.2015

C. Name of the Programme to be Evaluated:

1. Masters of Business Administration (MBA)

Number of Courses: 1

Criteria for Evaluation of the course material:

Content

- a. Clarity of concepts: Reasonable
- b. Content Load: Reasonable
- c. Content density: Need further explanation
- d. Current/outdated: Moderate

Specific Suggestions, if any, for improvement:

1. The curriculum should be uniform for all the four semesters of MBA programme (ODL) and also without repetition of various concepts in different papers. In this light it is suggested that the course curriculum should contain six papers in all the four semesters as follows :

SEMESTER 1

Semester 1 has 8 papers and also there is some repetition in the topics for Paper No. MBD-101 and MBD-102. Further, Paper no. MBD-201 is related to Paper no. MBD-101. In this light, the committee suggests the following structure for Semester 1.

Sr.No	Semester	Paper	
1	Semester I	MBD-101	Paper code MBD-101 and MBD-201 (Submitted by the Univ) should be merged taking care that no topic is repeated. This newly emerged paper (MBD-101) should be renamed as " Principles and Practice of Management ". However out of MBD 101 the topics " Organization behavior – Introduction, Group Behaviour and Team Work – Individual Behaviour – Organisational Dynamics- Corporate social Responsibility should be shifted to Paper MBD-102
2		MBD-102	This paper should retain its Title as " Organization behavior" but as suggested in the above Para, out of MBD 101 the topics "

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		Organization behavior – Introduction, Group Behaviour and Team Work – Individual Behaviour – Organisational Dynamics- Corporate social Responsibility should be shifted to this paper.
3	MBD-103	Managerial Economics
4	MBD-104	Accounting for Managers
5	MBD-105	This paper should be reframed as "Managerial Statistics and Computer Applications " by merging Paper MBD-108 in this. However care should be taken that no topic is repeated.
6	MBD-106	This paper should be reframed, " Business Environment and Legislation" by merging the paper MBD-107 (Submitted by Univ) in this. However care should be taken that no topic is repeated.

SEMESTER 2

The University has proposed for Semester 2 to have 8 papers and also there is some repetition. Paper No. MBD-2019 Submitted by the Univ) as discussed above should be merged into Paper no. MBD-101. Paper no. MBD-202 and MBD-204 should be merged and renamed as "Human Resource Management and Skill Development". As Paper MBD-201 is deleted therefore this Paper MBD-202 should become as MBD-201. Further, as Paper no. MBD-202 and MBD-204 should be merged therefore Paper MBD-203 should become MBD-202, MBD-205 as MBD-203, MBD-206 as MBD-204, MBD-207 as MBD-205 and MBD-208 as MBD-206. The new Paper MBD-204 should be framed after merging the submitted paper MBD-302.

The following should be the new structure for the Semester 2

	Semester	Paper	
1	Semester II	MBD-201	Human Resource Management and Skill Development
2		MBD-202	Marketing Management
3		MBD-203	Financial Management
4		MBD-204	Production and operations Management However care should be taken that no topic is repeated.
5		MBD-205	Corporate social responsibility
6		MBD-206	Management Information System.

SEMESTER 3

In this Semester, in order to have uniformity in all a student should study 6 papers comprising of 3 compulsory paper and 3 paper of the specialization opted. The following changes for this Semester are suggested.

As the submitted Paper Code MBD-302 has been merged with submitted Paper Code MBD-206 (now paper code MBD-204), therefore the following will be the codes of the 3 compulsory papers in this semester.

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The following should be the new structure for the Semester 3.

	Semester	Paper	
1	Semester III	MBD-301	Research Methodologies
2		MBD-302	International Business
3		MBD-303	Strategic Management

For specialization in FMD Papers, Paper codes FMD-306 and FMD-308 should be merged and for Paper Codes MMD, MMD-307 and MMD-308 should be merged and given the new title as "Services & Brand Management". Paper Code HRMD-308 should be merged with Paper Code HRMD-404. Paper Code SOMD-307 should be deleted at all. Paper Codes IRMD-306 and IRMD-307 should be merged and re-titled as "Life and General Insurance".

In the light of the above, the following should be the new structure of various papers for various specializations.

	Semester	Paper	
1	Semester III	FMD-304	Financial Institutional and Markets
2		FMD-305	"Investment and Working Capital Management" after merging the earlier paper code FMD-308. However care should be taken that no topic is repeated
3		FMD-306	Tax Management
4		MMD-304	Consumer Behaviour (Because no. of compulsory have been reduced to 3)
5		MMD-305	Sales and Distribution Management (Because no. of compulsory have been reduced to 3)
6		MMD-306	Services & Brand Management (Because Paper earlier paper no. 308 has been merged with this paper and also no. of compulsory have been reduced to 3)
7		HRMD-304	Employees resourcing and performance Management (Because no. of compulsory have been reduced to 3)
8		HRMD-305	Training and Development
9		HRMD-306	Compentation and Reward Management
10		SOMD-304	Operational Planning and Control (Because no. of compulsory have been reduced to 3)
11		SOMD-305	Management Support System (Because no. of compulsory have been reduced to 3)
12		SOMD-306	Database Management System (Because no. of compulsory have been reduced to 3)
13		IRMD-304	Insurance and Risk Management (Because no. of compulsory have been reduced to 3)
14		IRMD-305	Life & General Insurance (Because the earlier paper IRMD-306 and IRMD-307 have been merged and also as no. of compulsory have been reduced to 3)

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15	IRMD-306	Underwritings and Claim Management
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SEMESTER 4

In this Semester, the following change should be made, Paper no. HRMD-404 should be reframed by merging paper no. HRMD-308 with it and new title should be "Industrial Relations and Labour Laws".

The following should be restructured paper codes for this semester as under :

Compulsory Papers:

	Semester	Paper	
1	Sem 4	MBD-401	Organizational Effectiveness and Change
2		MBD-402	Knowledge management and Business Excellence
3		MBD-403	Enterprenureship Development

Optional Papers:

	Semester	Paper	
1	Semester IV	SOMD-404	Purchasing and Material Management
2		SOMD-405	Business Process Re-engineering
3		SOMD-406	System Analysis and Design
4		HRMD-404	This paper should be retitled as " Industrial Relations and Labour Laws" after merging earlier code HRMD-308 with it. However care should be taken that no topic is repeated.
5		HRMD-405	Strategic Human Resource Management
6		HRMD-406	Human Capital Management
7		IRMD- 404	Legal Aspect of Insurance and IRDA
8		IRMD-405	Business Valuation
9		IRMD-406	Contemporary Issues in Insurance and Risk Management
10		MMD-404	Retail Management
11		MMD-405	Rural and Voluntary Sector Management
12		MMD-406	Integrated Marketing Communication
13		FFMD-404	Financial Statement Analysis
14		FFMD-405	Business Valuation
15		FFMD-406	International Accounting and Finance

Language

- Grammar/spelling/language: OK
- Appropriate for the level: Appropriate.

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Specific Suggestions, if any, for improvement:

1. There should be uniformity of the no. of papers to be taught for all the four semesters..
2. There should be no repetition of the contents in different papers.

Format

- a. Structure: Need uniformity.
- b. SLM nature: Self-explanatory, Self-contained, Self-directed, Self-motivating, Self-evaluating, Self-learning etc.: Moderate
- c. User-friendly: Moderate
- d. Short manageable chunk of learning: Reasonable
- e. Self Check Questionnaire (SCQ) for learners to write down their own ideas: Missing
- f. Feedback to help learners check their progress: Missing
- g. Use of Graphics: Available but needs some elaboration.
- h. Suggested readings: Provided but some more Indian authors should be added.

Specific Suggestions, if any, for improvement:

1. Structure has been observed to be in non uniform pattern. Each Semester should consist of six papers in all.
2. MCQs have not been provided for enhancing short manageable chunk of learning, which need to be provided.
3. SCQs to write their own ideas through assignments need to be introduced to enhance learning and having feedback of the learner.

Overall Comments on the Programme Design and Syllabus

1. The University has put reasonable efforts for preparing the Study Material, however, the issues mentioned above need to be taken care off.
2. The course should be restructured in order to have uniformity and to avoid repetition of the topics.
3. Suggestive readings have been given at the end of the chapter which should contain some more Indian authors.

Any other suggestions for improvement of the learning package

1. The courses under evaluation for SLM need a proper monitoring and evaluation, therefore more of Self Learning Contents should be added to the Study Material.

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2. The study material may be divided into different blocks and each block should have designated writers and reviewers.
3. The lesson writers and reviewers should be properly and formally trained to have uniformity, consistency and quality in content development.

RECOMMENDATIONS

The SLM of the **University of Burdwan, West Bengal** has been examined and the following recommendations are made --

Programme recommended for approval with the comments and the suggestions as mentioned above.

	Name
Member 1	Prof. B .B Goyal,
Member 2	Prof. J.N Misra

Signature

B.B. Goyal 1617115
J.N. Misra

Place: New Delhi

Date: July 16, 2015