

**SRM INSTITUTE OF SCIENCE & TECHNOLOGY**  
**DIRECTORATE OF DISTANCE EDUCATION**  
**PROGRAM PROJECT REPORT (PPR)**  
**MASTER OF BUSINESS MANAGEMENT (M.B.A)**

**INTRODUCTION**

The Master of Business Management (M.B.A.) in SRM Institute of Science and Technology – Distance Education Directorate aims to provide professional education in managerial skills. Further it aims to give training in numerous aspects of commercial knowledge to equip the students with conceptual and analytical skills to foster positive attitudes which are essential for their development into competent and effective management professionals or entrepreneurs. It aims to provide a strong foundation in the field of Management along with specialization in Marketing, Finance and Human Resource Management. The course is meant for students who are passionate about management subjects. In order to achieve these objectives SRM institute of Science and Technology developed a curriculum of M.B.A.to meet these challenges. The M.B.A. course is aimed to provide advanced knowledge in business concentrating on Internal, external and societal changes in the field of Business management and technology. The advancement of business knowledge would contribute positively towards the betterment of the society or to take up consultancy to help business units leverage on better managerial decisions.

MBA Degree Programme is offered to train students with Professional management practices in all the functional areas that are essential for effective sustainable and holistic development of individuals and organisations. It is offered with the following wide array of specializations to help students acquire a market relevant combination of skills and knowledge:

1. MBA (Marketing)
2. MBA (Finance)
3. MBA (Human Resource Management)

**RELEVANCE OF THE PROGRAMME WITH HEI'S MISSION AND GOALS**

One of the fundamental aims of education is providing opportunities for learners at all level. The M.B.A.programmeoffered at SRM Institute of science and Technology is to attract and build the employable graduates to the people who are

not in a position to continue their education in a regular mode by means of more rewarding and inspiring environment thereby fostering freedom, empowerment, creativity and innovation through advanced technology more particularly in Distance mode also. The M.B.A. programme would help them to transform the individual into intellectually competent human resources which could help the upliftment of the nation. The distance mode of education is effective in imparting quality education through flexi-timings.

## **PROGRAMME EDUCATIONAL OBJECTIVES**

M.B.A. programme is designed for students who aspire to become a holistic Business professional, concentrating on functional management expertise. To be a business leaders and managers of the future, the curriculum should concentrate on multi disciplines. The programme aims to impart necessary knowledge, skills and self confidence to assist in effective and successful management, within constantly changing and highly competitive national and international business environments. The specific objectives of the programme are as follows:

- Graduates will be business leaders and managers with leadership and problem solving skills for global business.
- Graduates will drive entrepreneurship initiatives either on their own or within other organizations where they are employed.
- Graduates will have innovation skills and drive the businesses through multifaceted skills.
- Graduates will provide advancement of conceptual and practical knowledge in the field of business management to contribute to nation building while upholding ethical practices.

## **CAREER OPPORTUNITIES**

M.B.A. Course, students have career Opportunities in various wide array of fields such as:

- All types of businesses in private sector, public sector and not-for-profit organizations
- Teaching

### **Teaching Pedagogy**

- Lectures
- Seminars, Guest Lectures and Workshops
- Web based Learning

- Experiential Training Programmes
- Case Studies and Presentations
- Group Discussions

## ELIGIBILITY AND DURATION

Programmes	Eligibility	Credits	Duration	Maximum Duration
M.B.A.	Any graduate degree	88	2 Years	4 Years

Credit system helps in mapping the academic achievement of a learner in a fairly accurate manner. Each credit is worth 30 hours of study comprising of all the learning activities. This helps the student to understand the academic effort one has to put in to successfully complete a course. A learner is expected to accumulate a specific number of credits to qualify for the award of a degree

## EVALUATION SYSTEM

### ADMISSION

- **The minimum qualification** for admission to Master of Business Administration (MBA) programme (Distance Education) shall be:
- A pass in the specified Undergraduate programmes or equivalent examination recognized by **UGC with 45% of marks for SC/ST and 50% Marks for others.**
- Notwithstanding the above, the actual admissions will be based on the rules and regulations of the UGC
- In the matter of admission to MBA programme the decision of the Directorate of Distance Education is final.
- If, at any time after admission, it is found that a student has not fulfilled all the requirements stipulated in the offer of admission, the Director (Distance Education) may revoke the admission and report the matter to the Vice Chancellor.
- The medium of instruction, examination and project reports will be English.

## ELIGIBILITY AND DURATION

Programme	Eligibility	Credits	Duration	Maximum Duration
Master of Business Administration	Any Degree with English as one of the courses in the UG degree as per AICTE norms	69	2 Years	4 Years

## STRUCTURE OF MBA PROGRAMME

### Category of Courses:

The complete program consists of core courses, three categories of Functional electives viz., Finance Management, Marketing Management and Human Resources Management and Two non-functional courses to be selected from six non-functional courses, under choice based system, with Mandatory course as Project.

MBA program will have a curriculum and course contents (syllabi) for the courses approved by the Academic Council.

**Pedagogy:** MBA Program has a pedagogy comprising of appropriate combinations of learning from Theory, self learning materials and hands on sessions.

### Minimum Learning Credits for the award of Degree:

The curriculum of MBA program is designed to have a **total of 69credits** for the award of the MBA degree.

### Medium of Instruction:

The medium of instruction, examination and Project report will be English.

## REGISTRATION AND ENROLLMENT FOR COURSES

➤ The process of signing up for courses is called registering. Students are enrolled after they pay the prescribed fees. For a student to undergo courses he/she has to complete both registration and enrollment.

- Students can enroll after paying the prescribed fees for the semester. Registration and enrolment will be controlled by the office of the Directorate of Distance Education. For a student to pursue courses he/she has to complete both registration and enrolment for the courses every semester.
- If a student fails to register in any particular year within the stipulated time, his / her registration will be cancelled for that semester. The candidate will be permitted to continue the study in a subsequent semester with proper prescribed fees governed by Directorate of Distance Education
- Registration for any course will be done under the supervision of Director (Distance Education)
- For the first semester, registration process shall be completed within a week after the confirmation of Admission.
- The student has to re-register at the beginning of each semester, from the second semester onwards, by paying the prescribed fees.
- Late registration will be permitted with a fine, decided from time to time by the directorate of Distance Education.
- Students shall be permitted to proceed from, the first semester up to final semester irrespective of their failures in any of the courses in the examinations conducted in previous semesters.
- The registration form contains the course number, course name and number of credits.
- Students must select any one Functional elective Finance / Marketing / Human Resource Management (each comprising five courses) at the beginning of Third semester and select any Two Non-Functional elective courses during beginning of Fourth semester admission for the programme. The electives / specialization chosen by the students from the curriculum shall be operational course to a minimum number of students registered, fixed by the Directorate of Distance Education. The University reserves the right to offer / cancel any course and specializations.

**Commencement of academic activities** for the academic year in the month of July and for the calendar year in the month of February

### **BREAK IN STUDIES**

- A student of Distance Education will be allowed to move to subsequent semesters without any break on payment of tuition fees every semester.
- However a student will not be allowed to continue his/her studies in the subsequent semester, if he/she fails to pay the tuition fees before the prescribed time limit.

➤ Any way the student can continue his/her studies in the subsequent semester from where he / she discontinued after getting proper approval and paying the prescribed fees from time to time by case by case at the discretion of concerned authorities.

## **RE-ADMISSION**

If a student is unable to complete a program within the mentioned Course duration, he/she can seek re-admission to the program subject to proper approval. The University will consider granting additional period to the student to complete the program on case to case basis. The student should do the program under the new curriculum if there is a revision of syllabus. The student will be informed about the equivalent courses and credit transfer under the new curriculum.

## **STUDENT SUPPORT SERVICES**

Counseling sessions will be provided to students to choose the courses of their interest and plan their courses of study for career advancement.

Personal Contact Programme (PCP) / Face-to-Face Counseling 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. However, attendance is not mandatory.

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.

## **ACADEMIC COUNSELING**

In order to provide academic assistance to students, different levels of Counseling /attention will be provided by three types of coordinators viz.,

- (1) Academic coordinator
- (2) Programme coordinator
- (3) Course coordinator as per the UGC stipulations.

## **ACADEMIC COORDINATOR**

A Faculty member called Academic coordinator will look after all the academic related responsibilities as under

- (a) To advise the student in career planning and identifying resources, if student require.

- (b) To be knowledgeable about the program(s) for which he/she is advising and be familiar with published academic rules and regulations of UGC/Competent authorities.
- (c) To inform the student of the various aspects of degree requirements.
- (d) To guide the students while applying for readmission.

In all of these matters, the Academic Coordinator must judge whether the student's request is in order, is in the student's best interest, and is feasible under existing regulations.

### **PROGRAMME COORDINATOR:**

A Faculty member called Academic coordinator will look after all the academic related responsibilities as under

- To coordinate with course coordinator for smooth conduct of personal contact program.
- Planning and execution of personal contact program and internal assessments
- To help student to plan a suitable schedule of Electives, at least
  - one semester in advance
- To provide counseling on academic and non-academic matters  
Whenever and wherever required to them

### **COURSE COORDINATOR:**

A Faculty member called Course coordinator whose basic responsibilities in DDE are:

- ❖ To perform face-to face interaction with students whenever required
- ❖ To conduct personal contact program (PCP) for each and every subject/course.
- ❖ To provide assignments, quiz, develop analytical and creativity analysis and hands-on project, to the students as per the need of subject / course internal assessment component.
- ❖ In addition, Course Coordinator also would advise students from time to time.

### **CONDUCT AND DISCIPLINE**

#### **EXPECTED CONDUCT AND DISCIPLINE:**

Every student is required to:

Demonstrate ethical, professional and exemplary conduct and decorous behavior both inside and outside DDE centers and not to indulge in any activity that will tend to bring down the prestige of the DDE SRMIST.

- Be self-motivated and self-disciplined.
- Make the most of their ability and to contribute to the well-being of DDE SRMIST community by supporting others.
- Treat others in the way that they would wish to be treated themselves.
- Avoid Plagiarism, copying, malpractices of any kind in learning
  - Assignments including project work and its reports.

## **LEARNING ASSESSMENT PROCEDURE**

Academic counselor except in the case of project work where an external examiner may be nominated.

The student's performance in each course, in general, is evaluated based on in semester continuous assessment (internal assessment) and end-semester examination.

An in-semester continuous assessment (also known as internal assessment) is spread through the duration of course and is done by the concerned Programme coordinator of the course.

The various assessment components are as follows:

- Assignments
- MCQ based quizzes
- Presentations
- Projects
- Field survey
- Seminars
- Group discussions/activities, etc

The end-semester examination shall have assessment from the following perspective with respect to all courses:

1. Evaluation with respect to knowledge
2. Evaluation with respect to Understanding
3. Evaluation with respect to skill
4. Evaluation with respect to Applications
5. Higher Order Thinking Skills

The assessment method of theory and practical courses is further detailed below:



**(a).Theory courses - Course without any practical component**

<b>Assessment tool</b>	<b>Marks</b>	<b>Remarks</b>
Assignment - 1	15	It will be in the form of Descriptive Question and Answers, Case study with solution, presentation of a topic, presentation of field visit reports, Mini projects, MCQ based quizzes, in house seminars as directed by the concerned Programme coordinator of the course. Further, Mini projects comprises Individual project to be submitted by the student and presentation/Viva-voce supervised by the concerned Academic coordinator of the course
Assignment - 2	15	
<b>Total in-semester assessment</b>	<b>30</b>	
<b>End semester Examination</b>	<b>70</b>	<b>Duration – 3 hours</b>
<b>Total</b>	<b>100</b>	

**(b).Theory courses - Course with practical component**

<b>Assessment tool</b>	<b>Marks</b>	<b>Remarks</b>
Assignment - 1	15	It will be in the form of Descriptive Question and Answers, Case study with solution, presentation of a topic, presentation of field visit reports, Mini projects, MCQ based quizzes, in house seminars as directed by the concerned Programme coordinator of the course. Further, Mini projects comprises Individual project to be submitted by the student and presentation/Viva-voce supervised by the concerned Academic coordinator of the course
Assignment - 2	15	
<b>Total in-semester assessment</b>	<b>30</b>	
End semester Examination-Theory	40	<b>Descriptive type theory questions to be answered as per program courses</b>

Carrying out laboratory work and submission of record	20	Assessment components: Every experiment will carry marks for Observation, Collection of Data, Analysis, Interpretation, Inference and prompt submission of Record of Work done.
	10	Marks for Viva
<b>Total End semester Examination</b>	<b>70</b>	<b>Duration – 3 hours</b>
<b>Total</b>	<b>100</b>	

**(C) Courses with only practical component**

**Laboratory courses**

<b>Assessment tool</b>	<b>Marks</b>	<b>Remarks</b>
Carrying out laboratory work and submission of record	<b>20</b>	Assessment components: Every experiment will carry marks for Observation, Collection of Data, Analysis, Interpretation, Inference and prompt submission of Record of Work done.
	<b>10</b>	Marks for Viva
<b>Total in-semester assessment</b>	<b>30</b>	
End semester examination	<b>70</b>	The nature of the end semester examination shall be informed to the students at the commencement of the course. The end semester examination will be conducted only after the last working day of the semester. The student has to appear for the end semester examination and “Ab” grade will be awarded for non appearance.

## **FINAL PROJECT EVALUATION:**

MBA Final Projects (MBPD1947) should be socially relevant and industry focused ones. Students are expected to incorporate the compliance regarding insurance, legal and other statutory issues pertaining to the particular industry / organization. Project has to be done by every individual student in the final semester. On the completion of Project work the student will submit a project report which will be evaluated by duly appointed internal examiner and external examiner.

The evaluation of the Project is done in two phases aggregating to marks 100 on the basis of criteria stipulated by the DDE. In Phase I, 30 marks awarded by internal faculty members. In Phase II, the balance 70 mark is awarded by way of Project Viva, evaluated by External Expert along with an internal faculty member.

<b>Review of Report</b>		<b>Dissertation &amp; Viva voce</b>	
<b>Component</b>	<b>Marks</b>	<b>Component</b>	<b>Marks</b>
First Review	15	Presentation	10
Second Review	15	Analysis	20
		Finding and Conclusion	20
		Viva voce	20
<b>Total</b>	<b>30</b>		<b>70</b>

Whenever there is a deviation from procedures stated under R.10.3, as warranted by the unique nature of the course, the same will be specified by the concerned Academic Coordinator and approved by the Director of Distance Education.

## **END SEMESTER EXAMINATION**

- Change of examination centre will not be permitted
- Registration for University Examinations is mandatory for all courses including arrear papers.
- The end semester examinations will ordinarily be conducted for academic year students during October to December in the odd semester and even semester for calendar year students whereas during March to May in the even semester for the academic year students and odd semester for calendar year students.
- The End Semester Examination will be conducted at the end of each semester.
- A student should have appeared for the end-semester examination of the prescribed course of study to become eligible for the award of the grade in that course.

## EVALUATION

- The Evaluation process has been developed based on objective and scientific guidelines with due importance to continuous Internal Assessments and Term End Examinations. This is to ensure that the learners get a fair chance of proving their mettle in different platforms of evaluation.
- The complete academic performance of a student is evaluated by Internal / External Examinations
- The student performance in each course, in general, is evaluated based on in-semester assessment and end semester examination
- The maximum marks for any course will be 100 comprising of 30 marks for Internal Assessment and 70 marks for the end semester examinations.

### EVALUATION RATIO:

Courses	Internal Assessment	End Semester Examination	
		Theory	Practical
Theory without Practical	30 Marks	70 Marks	--
Theory cum Practical	30 Marks	40 Marks	30 Marks
Practical Courses	30 Marks	---	70 Marks

The Internal Assessment is based on submission of assignments / case studies / Quiz/ multiple choice questions / Problem based solutions/ Practical Exercises Wherever applicable

The in-semester assessment method is further detailed below:

Course Details	Assessment Tools	Marks
Course with Theory component only	assignments / case studies / Quiz / multiple choice questions / Problem based solutions - I	15 Marks
	assignments / case studies / Quiz / multiple choice questions / Problem based solutions - II	15 Marks
Course with Theory cum practical	Theory with Practical exercises -1(Theory – 10 Marks & Practical 5 Marks)	15 Marks
	Theory with Practical exercises -2(Theory – 10 Marks & Practical 5Marks)	15 Marks
Courses with Practical	Practical exercises -1	10 Marks
	Practical exercises -2	10 Marks
	Practical exercises -3	10 Marks

Evaluation of the Project work is based on the Project Review Report submission (30 Marks) and Viva-Voce Examination (70 Marks) conducted by University.

**EVALUATION RATIO:**

<b>Review of Report</b>		<b>Dissertation and viva voce</b>	
Component	Marks	Component	Marks
Review 1	15	Presentation	10
Review 2	15	Analysis	20
		Finding & Conclusion	20
		Viva Voce	20
<b>Total</b>	<b>30</b>	<b>Total</b>	<b>70</b>

**Passing Requirements**

A student who secures not less than 50 % of total marks prescribed for any course with a minimum of 50 % marks prescribed for the end semester examination shall be declared to have passed in the examination for that course.

**COURSE WISE GRADING OF STUDENTS**

Letter Grades and Grade Points (GP) Based on the aggregate of marks obtained through internal assessment and external assessment, each student is awarded a final letter grade at the end of the semester, in each Course. The letter grades and the corresponding grade points, as recommended by UGC, are as follows:

<b>Letter Grade</b>	<b>Grade Points</b>	<b>Normalized Mark Range</b>
O (Outstanding)	10	91-100
A+ (Excellent)	9	81-90
A (Very Good)	8	71-80
B+ (Good)	7	61-70
B(Above Average)	6	56-60
C (Average)	5	50-55
F (Fail)	0	<50 Failure due to insufficient marks in the course
Ab(Absent)	0	Failure due to non-appearance in examination

A student is considered to have successfully completed a course and earned the credits if he / she secured a letter grade other than “F” or “Ab” in that course. A letter grade F or Ab in any course implies a failure in that course.

A course successfully completed cannot be repeated

#### **Procedure in the event of failure / absent**

- a. If a student fail / absent in a particular course, he/she may appear for the university examination in that course in subsequent semesters and obtain pass marks. However, the internal assessment marks obtained by the student in the first attempt shall be retained and considered valid for all subsequent attempts.
- b. If a course has theory and practical components combined, then the student shall appear in the end-semester examination for both theory and practical components duly.
- c. If a student has not registered or fails to register for any end semester examinations he will be permitted to register and appear for the same in the subsequent end semesters with prescribed fees.

#### **RE-VIEW OF ANSWER SCRIPTS / SINGLE VALUATION**

In case any student feels aggrieved on the final outcome of the assessment in any course, the student shall apply to the Controller of Examinations, along with the prescribed fee, for the review of end semester examination answer script, within the stipulated time after the announcement of the results of the examinations. The Controller of Examinations shall facilitate the review of the answer script jointly to be carried out by the student and the faculty detailed for this purpose. If any discrepancy is noticed during review the same shall be rectified and the originally awarded grade accordingly amended.

#### **RE-APPEARING FOR EXAMINATION**

- Students who have secured ‘F’(Fail) / ‘Ab’ (Absent) grade in a particular course can reappear when the end semester examination for that course is again conducted provided they satisfy eligibility conditions on or before the maximum duration of the course
- If a student obtains “F” grade or “Ab” grade in a course for which only internal assessment is applicable as per the regulations at the time of admission of the student.(Ref.R.12.7)

○ If a course has both theory and practical component, then the student shall appear in the end semester examinations of both the theory and practical components.

○ For project work, if a student gets a 'F' or 'Ab' grade he/she should register again for course, earn marks for reviews and project report as applicable and then appear for the final viva. Under this circumstances the student shall choose a new project topic (other than the one he/she had been associated with earlier) under the guidance of the allotted faculty member. Internal assessment is applicable as per R.12.7.1

○ All applicable fees charged for the purpose of examination will apply for re-appearance courses as well.

### **AWARD OF LETTER GRADE**

All assessment of course will be done on absolute marks basis. However for the purpose of the reporting the performance of a student, letter grades, each carrying certain points, will be awarded as per the range of total marks (out of 100) obtained by the student (Ref: R.14.1)

### **GRADE SHEET**

The Grade card / sheet issued by the controller of Examinations to each student, after the announcement of the results will contain the following

- a. The credit of the each course
- b. Letter grade obtained in each course
- c. Total number of credits earned by the student upto end of that semester in each of the course categories
- d. The CGPA of all the courses taken from the First semester onwards

### **COMPUTATION OF SEMESTER GRADE POINT AVERAGE (SGPA) AND CUMULATIVE GRADE POINT AVERAGE (CGPA)**

(i) The SGPA will be calculated according to the formula

$$SGPA = \frac{\sum_1^n C_i \times (GP)_i}{\sum_1^n C_i}$$

Where  $C_i$  = credit for the  $i^{\text{th}}$  course,  $(GP)_i$  = the grade point obtained for the  $i^{\text{th}}$  course,  $n$  = total number of courses and the sum is over all the courses taken

in that semester, including those in which the student has secured and Ab grades.

- (ii) For the cumulative grade point average (CGPA) following formula is used:

$$CGPA = \frac{\sum_1^r S_i \times (SGPA)_i}{\sum_1^r S_i}$$

Where  $S_i$  = Sum of credits in  $i^{\text{th}}$  semester, (SGPA) = Semester Grade Point Average earned in  $i^{\text{th}}$  semester and  $r$  = number of semesters and the sum is over all the semesters under consideration.

- (iii) The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts

### **ACADEMIC DISHONESTY**

When a student is found responsible for a violation of the DDE SRMIST code of conduct pertaining to academic dishonesty (Malpractice in Examinations), the Office of Controller of Examinations will initiate action based on the pre-approved procedures. Appropriate penalty or punishment will be awarded to the student and communication sent to Director of Distance Education.

### **ELIGIBILITY FOR THE AWARD OF THE DEGREE**

A Student shall be declared to be eligible for the award of the Degree provided if,

- i. The student has successfully completed the course requirements and has passed all the prescribed examinations in all the Four semesters within the maximum duration
- ii. No disciplinary action is pending against him/her.

### **CLASSIFICATION OF THE DEGREE AWARD**

Class / Distinction will be awarded to the students after they successfully complete the Programme as per the norms stipulated in the following table:

<b>Category</b>	<b>CGPA</b>	<b>Class / Distinction</b>
Students who successfully completed the Post Graduate Programme within the time duration of 4 Semesters	$\geq 8.0$ (without “F” (or) “Ab” in any semester)	First Class with Distinction
	$\geq 8.0$ (without F (or) Ab in any semester but obtained pass grade “O” to “C” subsequently )	First Class



	$\geq 6.0 \& < 8.0$	First Class
	$\geq 5.5 \& < 6.0$	Second Class
	$\geq 5.0 \& < 5.5$	Third Class
Students who cannot complete the Post Graduate Programme in 4 Semesters but complete it successfully within the time duration of 5 Semesters	$\geq 6.0$	First Class
	$\geq 5.5 \& < 6.0$	Second Class
	$\geq 5.0 \& < 5.5$	Third Class
Students who cannot complete the Post Graduate Programme in 5 Semesters but complete it successfully within the time duration of 8 Semesters	$\geq 5.5$	Second Class
	$\geq 5.0 \& < 5.5$	Third Class

## REVALUATION

There is no revaluation for MBA programme

## REVISION OF REGULATION AND CURRICULUM

The University may from time to time revise, amend or change the regulations, scheme of examinations and syllabi as found necessary.

## PATTERN OF QUESTION PAPER

### a) Pattern of Question Paper (Theory)

The question paper for all theory courses consists of three parts namely PART-A , PART-B and PART-C.

**PART-A** consists of 10 questions. All questions to be answered, each question carries 2 marks. Answer should not exceed 30 words for each questions.

**Part-B** consists of 10 marks questions of either or pattern for each unit (5 Units). Answer should not exceed 150 words for each questions

**Part-C** consists of 2 case studies comprising 15 marks for each case studies. Structure of case study questions given below:

**Q a: Answer** should not exceed 150 words (10 Marks)

**Q b: Answer** should not exceed 75 words (5 Marks)

## **ACTIVITIES**

Both theoretical and practical aspects of businesses are covered in order to provide conceptual knowledge, logical reasoning ability and analytical skills in the domain of business. In addition, the students are provided with practical application of the concepts taught during the course to develop managerial and entrepreneurial skills necessary to venture into the corporate sector. Further, it facilitates an all-round development of the student by sensitizing towards the ethical and social needs of the society. To improve their business analytics skills regular sessions on numerical analysis tools using computer software like Microsoft Excel, IBM SPSS,R, Quantitative Techniques and Logical Reasoning, Case study analysis, Analysis of Current Business and Economics, Managerial Communication etc. as part of curriculum for students' professional and personal development.

## **LIBRARY RESOURCES:**

SRM Institute of Science and Technology (formerly known as SRM University) has an excellent library for the benefit of students, faculties and researchers. As one of the best established libraries according to International Standards, the University Library has a large collection of books covering various branches of Engineering and Technology, Medical and Health Sciences and Science and Humanities and its related fields.

The library is located in the 15-Storey University Administrative Block, and is spread over Ground + 3 floors of 1.50 Lakh sqft area. The library building is

- Fully air-conditioned and automated with RFID (Radio Frequency Identification) technology
- Well protected with fire alarms and CCTV security systems
- Equipped with reading halls in all the floors, with reference collection

## **Collections**

- **Books:** The resource center has 136859 volumes of books consisting of 59419 titles. The collection also includes 1550 handbooks & 200 encyclopedias.
- **Periodicals:** The resource centre subscribes 188 National and 32 International periodicals.
- **Back volumes:** There are about 4105 back volumes.
- **Project reports:** 8235 above project thesis
- **Standards:** 781 standards that include BIS, ISA & IEEE

## **QUALITY ASSURANCE MECHANISM:**

SRM Institute of Science has a well-established quality management system in the form of Centre for Internal Quality Assurance (CIQA). There is a well-defined academic audit process. Its main functions are

## **OBJECTIVES:**

The Centre for Internal Quality Assurance has been created as a part of quality control measures enshrined in ODL Regulations, 2017. There are several exercises in the field of distance education which require a separate set of quality parameters which may vary from the on campus programmes for which the IQAC is the nodal agency. The activities in ODL include highly flexible delivery systems and need primarily to be learner-centric. Hence this calls for a separate monitoring body overseeing the vital quality parameters. The formation of CIQA will ensure the adoption of qualitative distance education right through all the processes. The ODL programmes envisaged in SRM IST would be a dynamic model aimed at creating a broad-based, technology- assisted and a learner-oriented model. Some of the features are:

- a) To render quality service to the ODL learners
- b) To constantly revisit the system based on experience and keep the ODL activities dynamic
- c) To maintain quality in all the key area of ODL operations
- d) All the Quality Assurance efforts will be made public and shared among all the stake holders
- e) To keep in place an effective feed-back system

- f) CIQA will be the nodal body to coordinate the inter functionality among all the departments of DDE
- g) To provide interactive platforms among all players in ODL to exchange views, ideas and innovative practices
- h) To ensure quality in the delivery tools form the preparation of Programme Project Report for each programme to evaluation of examination scripts
- i) Maintaining accurate records of all the activities in ODL and generate reports of all kinds.

### **ACTIVITIES:**

To achieve the objectives listed above, the following activities of CIQA will be in place:

- a) The CIQA at SRM IST would meet periodically to review the ongoing activities of the Directorate of Distance Education
- b) To monitor the preparation of Programme Project Report and ensure that the guidelines of the UGC are strictly adhered to
- c) To oversee the preparation of SLM and suggest effective corrective measures wherever required
- d) To follow up the effectiveness of Personal Contact Programmes in terms of its reach, coverage and participation by the students
- e) To engage constantly with the UGC and MHRD and understand the implications of their guidelines
- f) To be in touch with the other institutions offering ODL and familiarize with the best practices followed elsewhere
- g) To encourage research on distance education and encourage the Faculty of SRM IST to go for publications and participate in seminars and conferences.
- h) To prepare reports on the progress of DDE periodically and maintain key data on ODL activities in SRM IST
- i) To ensure that the learning is maximised through learner-centric approaches

## FUNCTIONS

The functions of CIQA will include the following:

- a) The CIQA will collect the Programme Project Report (PPR) for each programme and vet it for quality
- b) It will get the PPRs approved by all the all the statutory bodies of SRM IST
- c) The CIQA will ensure the implementation of all the policies pertaining to distance education of SRM IST
- d) It will generate reports on various activities of DDE and make them available to the authorities of the University
- e) It will ensure production of quality SLM for each programme and look for the adoption of the guidelines of the UGC in the preparation of SLM
- f) The CIQA will ensure the implementation of the UGC guidelines in every aspect of the functioning of DDE in SRM IST.

## PROGRAM STRUCTURE

This Course offers core and elective Papers. The students have to complete one Project for the core subject at the end of the course. At the end of first year, the student has to undergo an internship in a company to gain real time industry exposure. Subjects offered:

### MASTER OF BUSINESS ADMINISTRATION CURRICULUM 2019

#### SEMESTER I

Course Code	Course Title	L (Hrs)	T (Hrs)	P (Hrs)	Total LTP in Hrs	C
MBAD1911	Managerial (Micro) Economics	9	0	81	90	3
MBAD1912	Legal and Business Environment (Micro And Macro)	9	0	81	90	3
MBAD1913	Financial Reporting, Statement and Analysis	12	0	108	120	4
MBAD1914	Marketing Management	9	0	81	90	3
MBAD1915	Operations Management	12	0	108	120	4
<b>Total Hrs / Credits</b>		<b>51</b>	<b>0</b>	<b>459</b>	<b>510</b>	<b>17</b>

**SEMESTER II**

<b>Course Code</b>	<b>Course Title</b>	<b>L (Hrs)</b>	<b>T (Hrs)</b>	<b>P (Hrs)</b>	<b>Total LTP in Hrs</b>	<b>C</b>
MBAD1921	Marketing Research	6	0	54	60	2
MBAD1922	Corporate Finance	9	0	81	90	3
MBAD1923	Quantitative Techniques	12	0	108	120	4
MBAD1924	Corporate Strategy	6	0	54	60	2
MBAD1925	Human Resources Management	9	0	81	90	3
<b>Total Hrs / Credits</b>		<b>42</b>	<b>0</b>	<b>378</b>	<b>420</b>	<b>14</b>

**SEMESTER III**

<b>STUDENT MUST CHOOSE ANY ONE OF STREAM AMONG THE THREE IN III SEMESTER</b>						
<b>STREAM I – FINANCE (FUNCTIONAL ELECTIVE)</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>L Hrs</b>	<b>T Hrs</b>	<b>P Hrs</b>	<b>TotalLTPHrs</b>	<b>C</b>
MBFD1931	Investment Analysis and Portfolio Management	12	0	108	120	4
MBFD1932	International Finance	12	0	108	120	4
MBFD1933	Financial Markets and Services	12	0	108	120	4
MBFD1934	Managing Banks and Financial Institutions	12	0	108	120	4
MBFD1935	Taxation	12	0	108	120	4
<b>Total Hrs / Credits</b>		<b>60</b>	<b>0</b>	<b>540</b>	<b>600</b>	<b>20</b>

<b>STREAM II – MARKETING (FUNCTIONAL ELECTIVE)</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>L Hrs</b>	<b>T Hrs</b>	<b>P Hrs</b>	<b>Total LTP Hrs</b>	<b>Credit</b>
MBMD1931	Product and Brand Management	12	0	108	120	4
MBMD1932	Consumer Behaviour	12	0	108	120	4
MBMD1933	Services Marketing	12	0	108	120	4
MBMD1934	International Marketing	12	0	108	120	4
MBMD1935	Digital and Social Media Marketing	12	0	108	120	4
<b>Total Hrs / Credits</b>		<b>60</b>	<b>0</b>	<b>540</b>	<b>600</b>	<b>20</b>

<b>STREAM III – HUMAN RESOURCE MANAGEMENT(FUNCTIONAL ELECTIVE)</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>L Hrs</b>	<b>T Hrs</b>	<b>P Hrs</b>	<b>Total LTP Hrs</b>	<b>Credit</b>
MBHD1931	Leadership	12	0	108	120	4
MBHD1932	Employee Relations	12	0	108	120	4
MBHD1933	Manpower planning, Recruitment, and Selection	12	0	108	120	4
MBHD1934	Performance Management Systems	12	0	108	120	4
MBHD1935	International HRM	12	0	108	120	4
<b>Total Hrs / Credits</b>		<b>60</b>	<b>0</b>	<b>540</b>	<b>600</b>	<b>20</b>

#### **SEMESTER –IV**

<b>STUDENT MUST CHOOSE ANY TWO COURSE AMONG THE FOLLOWING SIX NON-FUNCTIONAL ELECTIVE COURSES</b>						
<b>Course Code</b>	<b>Course Title</b>	<b>L Hrs</b>	<b>T Hrs</b>	<b>P Hrs</b>	<b>Total LTP Hrs</b>	<b>Credit</b>
<b>NON FUNCTIONAL ELECTIVES</b>						
MBED1941	Venture Valuation and Accounting	12	0	108	120	4
MBED1942	Project Budgeting and Cost Management	12	0	108	120	4

MBED1943	Innovation Technology and Management	12	0	108	120	4
MBED1944	E- Retailing	12	0	108	120	4
MBED1945	Project Closure , Ethics and Digital Management	12	0	108	120	4
MBED1946	Social Entrepreneurship	12	0	108	120	4
<b>COMPULSORY COURSE</b>						
MBPD1947	Main Project	0	0	300	300	10
<b>Total Hrs / Credits - (ANY TWO COURSES of Nonfunctional and one Compulsory course)</b>		<b>24</b>	<b>0</b>	<b>516</b>	<b>540</b>	<b>18</b>

**Note1 Credit = 30 Hrs. and L = 10% of Total LTP (UGC 2017R Pp62 Table 2)**

<b>TOTAL OVERALL CREDIT</b>	<b>69</b>
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