PERIYAR UNIVERSITY

SALEM - 636 011

CENTRE FOR DISTANCE AND ONLINE EDUCATION
(CDOE)

M.B.A
[SEMESTER PATTERN]

(2024-25 Onwards)

PROGRAMME PROJECT REPORT (PPR)

(Effective from the academic year 2024 – 2025)

Program Project Report (PPR)

1	Degree Awarding body	Centre for Distance and Online Education (CDOE), Periyar University, Salem - 636011, Tamil Nadu.
2	Teaching institution	Centre for Distance and Online Education (CDOE)
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
6	Program Credit	102
7	Program level	Masters
8	Nature of Target Group of Learners	Graduate Adults/ Professional Learners/Experienced Professionals/Corporate Employees
9	Type of Program: Professional or General	Professional

Overview:

The Centre for Distance and Online Education (CDOE) implements significant measures to elevate academic standards and the quality of education, focusing on innovations and improvements in the curriculum, teaching-learning processes, examination, evaluation systems, governance, and related areas. The university periodically develops various regulations and guidelines to enhance the education system and uphold minimum standards and quality. A grading system is preferred over the traditional marks system, as it is adopted by leading institutions in India and globally. Therefore, introducing a uniform grading system is advisable. This system will facilitate student mobility across institutions both domestically and internationally, and assist potential employers in assessing student performance.

Contents of Programme Project Report (PPR):

I. Programme's mission and objectives:

- ✓ To turn students into effective managers

- ✓ To impart knowledge to meet out global competition

- ✓ To infuse skills to empower students as good decision makers

- ✓ To learn by experience and by taking up real time projects

- ✓ To provide strong curriculum that is relevant to Industrial situations.

- ✓ To inculcate the right attitude into the mind to face any challenge in the work environment

- ✓ To make the students employable to cope up with the changing business dynamics

- ✓ To foster creative thinking and critical thinking to ensure in business Innovations.

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

Institutional Mission:

The objective is to offer education across all levels and disciplines of contemporary and future-oriented knowledge, learning, and research. Additionally, it aims to develop students' overall personalities, nurturing them to become not only outstanding professionals but also individuals of good character. This includes fostering an appreciation for human values, pride in their heritage and culture, a strong sense of morality, a desire for excellence, and attributes of courage, conviction, and decisive action.

Institutional Goals

1. Understand students' aspirations and professional goals to design programs that align with their competencies.

2. Develop world-class professionals through industry-relevant education and vocational

skills training.

3. Provide a flexible education delivery system to accommodate students' varying demands.

4. Utilize technology to implement an anytime, anywhere learning concept.

5. Offer continuous mentorship and support to students throughout their educational journey.

6. Extend outreach to learners without access to quality, outcome-based education, reaching underserved populations.

7. The student support services collect timely feedback to ensure prompt responses and enhance overall quality standards. Overall, the programs offered by the institution ensure continuous education and address the needs of all types of learners.

III. Nature of prospective target group of learners:

The prospective target group of learners for an M.B.A. program typically includes:

1. **Recent Graduates:** Individuals who have completed their undergraduate degrees and seek advanced business education to enhance their career prospects.

2. **Early-Career Professionals:** Professionals with a few years of work experience looking to gain managerial skills and advance to leadership positions.

3. **Mid-Career Professionals:** Individuals seeking to transition into management roles, change their career path, or update their skills and knowledge to stay competitive.

4. **Entrepreneurs and Business Owners:** Individuals who own or plan to start their own businesses and wish to acquire comprehensive business management skills.

5. **Corporate Employees:** Employees sponsored by their companies to develop their managerial competencies and contribute more effectively to their organizations.

6. **International Students:** Individuals from diverse geographic locations seeking a globally recognized degree and exposure to international business practices.

7. **Non-Business Professionals:** Professionals from non-business backgrounds (e.g., engineering, healthcare, arts) who seek to complement their technical expertise with business management skills.

This diverse group seeks to enhance their knowledge in business administration, develop leadership skills, and improve their career advancement opportunities.

IV. Appropriateness of programme to be conducted in Open and Distance Learning and/or Online mode to acquire specific skills and competence

The demand for skills and competencies is evolving rapidly due to competitive market changes, especially within Small and Medium Enterprises (SMEs). This necessitates the provision of flexible, work-integrated, continuous training, learning, and development opportunities through Higher Education Institutions. There is an urgent need for a paradigm shift in training approaches, both in the formal and informal sectors, to develop skills that meet societal needs. Traditional educational delivery methods may not adequately address the rapidly changing demands with the required flexibility. Providing appropriate skills is crucial for enhancing workforce productivity. Distance and online education, being more cost-effective, allows individuals to pursue education while maintaining full-time employment.

The Centre for Distance and Online Education (CDOE) plays a vital role in providing flexible and cost-effective education to enhance productivity skills. CDOE offers outcome-based education with an industry-centric curriculum, enabling students to meet their academic needs and aspirations by providing enhanced learning opportunities. The curriculum, pedagogy, and assessment processes are driven by desired outcomes. Outcome-Based Education (OBE) ensures a high level of learning for all students by facilitating the achievement of outcomes appropriate to each learner's development level.

A team of faculty and professionals from both regular and distance learning institutions and

industry determines the objectives, which are then vetted by boards of studies, academic councils, and other university standing boards. Program objectives are designed to meet the requirements of the industries and businesses that employ our students. Consistent interaction with the industry is essential to revise and update program objectives to align with industry needs and environmental factors.

The OBE system is a systematic, evaluative process aimed at providing learning experiences aligned with original goals and objectives, thereby ensuring the program's effectiveness and continuous quality improvement. It focuses on measuring outcomes based on strategies and actions implemented to achieve pre-determined objectives. Our programs have well-defined Program Educational Objectives (PEOs) and Program Learning Outcomes (PLOs), clearly mapped to show the relationship between learning outcomes and objectives. Each outcome addresses specific objectives, and the achievement of outcomes indicates the attainment of objectives.

The assessment of each learning outcome is conducted annually to ensure the established learning objectives are met. Identified gaps are addressed through a well-structured action plan. The results of annual assessments and other data are used to evaluate the program's effectiveness during the review process, ensuring that achieved outcomes align with the institution's, domain's, and university's mission. Each course has specific objectives around which the curriculum is built, and learning outcomes must align harmoniously with these objectives. The department uses various assessment methods to analyze the output by examining learners from different perspectives. Program Educational Objectives and Learning Outcomes for Business Management Programs have been developed accordingly.

Program Learning Outcomes (PLOs):

- ✓ Define and summarize management concepts, applying them in a multidisciplinary context, with the ability to describe and critically analyze management problems in a volatile business environment.

- ✓ Acquire and evaluate new knowledge through business research methods, identifying, defining, investigating, and solving critical business issues, analyzing data and

information to interpret results for optimal solutions.

✓ Identify potential sources of business environment information using technologies, and synthesize and define ideas from multiple information sources.

✓ Pay attention to details, challenge conventional thinking, and apply a range of strategies to problem-solving.

✓ Communicate proficiently in oral, written, presentation, information searching, and listening skills within the management profession.

✓ Demonstrate excellent interpersonal, mentoring, and decision-making skills, including awareness of personal strengths and limitations. Promote self-awareness, empathy, cultural awareness, and mutual respect while working in teams.

✓ Understand global issues from different perspectives, recognize opportunities that the wider world offers, learn from and respect different cultures, and apply different forms of communication in various cultural settings.

✓ Understand and practice the highest standards of ethical behavior in their management profession.

✓ Identify opportunities to improve the business value chain as an entrepreneur, develop business acumen, and display basic business skills.

✓ Critically evaluate and reflect upon personal development during work experience and future learning needs to support career aspirations.

✓ Apply decision-making methodologies to evaluate solutions for efficiency, effectiveness, and sustainability.

✓ Demonstrate and possess the skills to influence, negotiate, and lead business deals.

V. Instructional Design:

Course Curriculum:

The institution employs a specialized approach to course design and development, assigning tasks to professionals within the specific department or external experts. A draft outlining the objectives is prepared and evaluated by the institution, which then forms a team of experts to conduct a thorough review of the proposed course to ensure it aligns with the goals of distance education.

Program Structure:

A team of experts is assembled to review the course structure. This review team provides feedback and recommendations to the relevant faculty. If modifications are suggested, the curriculum is revised accordingly.

Study Materials:

Study materials are developed in a Self-Learning Material (SLM) format, which is essential for standard distance learning programs. The institution ensures that all materials are created in this format. Both internal and external experts develop the study materials based on guidelines established by the statutory body.

Review by Board of Studies (BOS):

The course undergoes a detailed review by the BOS. The recommendations from the BOS are implemented promptly, and the board also determines the course's applicability, credit hours, and examination scheme.

Approval by Academic Council:

The final course is submitted to the University's Academic Council for approval. Programs are offered on a semester basis, utilizing a modular approach for long-term degree programs. One credit typically represents 30 hours of student effort, and academic activities are designed to engage learners and enhance learning outcomes.

Program Structure: Master of Business Administration

FIRST SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credit	Inst. Hours	Marks		
									CIA	External	Total
24DPBA01	Management Principles and Business Ethics	Core	4	-	-	-	4	60	25	75	100
24DPBA02	Quantitative Techniques and Research Methods in Business	Core	3	1	-	-	4	60	25	75	100
24DPBA03	Managing Organizational Behaviour	Core	4	-	-	-	4	60	25	75	100
24DPBA04	Accounting for Managers	Core	3	1	-	-	4	60	25	75	100
24DPBA05	Managerial Economics	Core	4	-	-	-	4	60	25	75	100
24DPBA06	Legal Systems in Business	Core	4	-	-	-	4	60	25	75	100
24DPBAED01	Entrepreneurship Development	Extra Disciplinary	3	-	-	-	3	45	25	75	100
24DPBASS01	Soft Skills I – Executive Communication	Soft Skills	-	-	2	-	2	30	40	60	100

SECOND SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
24DPBA07	Applied Operations Research	Core	3	1	-	-	4	60	25	75	100
24DPBA08	Human Resource Management	Core	3	-	-	-	3	60	25	75	100
24DPBA09	Marketing Management	Core	3	-	-	-	3	60	25	75	100
24DPBA10	Operations Management	Core	3	1	-	-	4	60	25	75	100
24DPBA11	Financial Management	Core	3	1	-	-	4	60	25	75	100
24DPBA12	Strategic Management	Core	3	-	-	-	3	60	25	75	100
24DPBAED02	International Business	Extra Disciplinary	3	-	-	-	3	45	25	75	100
24DPBASS02	Soft Skills II – Business Etiquette	Soft Skills	-	-	2	-	2	30	40	60	100
24DPBASS03	Soft Skills III – Computing Skills	Soft Skills	-	-	2	-	2	30	40	60	100

THIRD SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
									Marks		
24DPBA014	Information Systems for Business	Core	4	-	-	-	4	60	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
	**Choose any one from the list	Elective	3	-	-	-	3	45	25	75	100
24DPBAED03	Employability skills	Extra Disciplinary	3	-	-	-	3	45	25	75	100
24DPBASS04	Soft Skills IV – Leadership and Team Building Skills	Soft Skills	-	-	2	-	2	30	40	60	100
	***Summer Internship	Internship	-	-	-	1	3	-	100	-	100

** Students should choose seven elective Courses from the specialization list in consultation with the Head of the Institution/Department.

*** Internship will be carried out during the summer vacation after the first year. Viva Voce will be conducted by the University and the same will be included in the Third Semester Marks Statement.

FOURTH SEMESTER

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External l	Total
									Marks		
24DPBAPRO	# Project Work & Viva-Voce	Core	-	-	-	Y	12	-	50	150	200

L-Lecture   T-Tutorial   P- Practical   O-Project

The Project Work will be evaluated jointly by TWO Examiners (i.e. one Internal and the other External) for a Maximum of 150 Marks (8 Credits).

The Viva- Voce will be conducted with Two Examiners (i.e. one Internal and the other External) for a Maximum of 50 Marks (4 Credits).

Elective: Marketing Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	CIA	External	Total
24PBAME01	Advanced Marketing Research and Consumer Behaviour	Elective	3	-	-	-	3	3	25	75	100
24PBAME02	Brand Management	Elective	3	-	-	-	3	3	25	75	100
24PBAME03	Industrial Marketing	Elective	3	-	-	-	3	3	25	75	100
24PBAME04	Retail Marketing	Elective	3	-	-	-	3	3	25	75	100
24PBAME05	Rural Marketing	Elective	3	-	-	-	3	3	25	75	100
24PBAME06	Digital Marketing	Elective	3	-	-	-	3	3	25	75	100
24PBAME07	New Product Strategies	Elective	3	-	-	-	3	3	25	75	100

Elective: Human Resource Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
24PBAHE01	Human Resources Development	Elective	3	-	-	1	3	3	25	75	100
24PBAHE02	Organizational Development	Elective	3	-	-	1	3	3	25	75	100
24PBAHE03	Career Management	Elective	3	-	-	1	3	3	25	75	100
24PBAHE04	Emotional Intelligence for Managerial Effectiveness	Elective	3	-	-	1	3	3	25	75	100
24PBAHE05	Learning and Development	Elective	2	-	1	-	3	3	25	75	100
24PBAHE06	Stress Management	Elective	2	-	1	-	3	3	25	75	100
24PBAHE07	Talent Management	Elective	3	-	-	1	3	3	25	75	100

Elective: Business Analytics

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
24PBABE01	Fundamentals of Business Analytics	Elective	3	-	-	-	3	3	25	75	100
24PBABE02	Data Analytics with R Programming	Elective	3	-	-	-	3	3	25	75	100
24PBABE03	Business Analytics Using Python	Elective	3	-	-	-	3	3	25	75	100
24PBABE04	Data Analytics in Business Functional Areas	Elective	3	-	-	-	3	3	25	75	100
24PBABE05	Business Intelligence, Big Data, Cloud Computing	Elective	3	-	-	-	3	3	25	75	100
24PBABE06	Block Chain Technology	Elective	3	-	-	-	3	3	25	75	100
24PBABE07	Software Project management	Elective	3	-	-	1	3	3	25	75	100

Elective: Finance Management

Subject Code	Subject Name	Category	L	T	P	O	Credits	Inst. Hours	Marks		
									CIA	External	Total
24PBAFE01	Corporate Finance	Elective	3	-	-	1	3	3	25	75	100
24PBAFE02	Security Analysis and Portfolio Management	Elective	3	-	-	1	3	3	25	75	100
24PBAFE03	Tax Management	Elective	3	-	-	1	3	3	25	75	100
24PBAFE04	Merchant Banking and Financial Services	Elective	3	-	-	1	3	3	25	75	100
24PBAFE05	Banking and Insurance	Elective	2	-	1	-	3	3	25	75	100
24PBAFE06	Financial Modelling	Elective	2	-	1	-	3	3	25	75	100
24PBAFE07	Capital Markets and Financial Services	Elective	2	-	1	-	3	3	25	75	100

Faculty and Support Staff:

The University has appointed the necessary faculty and support staff specifically for ODL mode, in compliance with UGC requirements. The course materials developed by the CDOE faculty meet the standards set by the 2020 regulations.

Staff Category	Required
Professor	1
Assistant Professor	1
Supportive Staff	1
Total	**3**

Delivery Mechanism:

CDOE ODL employs a modern ICT (Information & Communication Technology) enabled approach for instruction, distinct from conventional or regular programs. This methodology is more learner-oriented, with the learner actively participating in the teaching-learning process. The academic delivery system of CDOE ODL includes:

Print Material:

The printed material of the programme supplied to the students will be unit wise for every course.

Counselling Sessions:

For a 4-credit course, there will be twelve hours of counseling or personal contact classes conducted in a face-to-face format. These sessions, part of the Personal Contact Programme (PCP), will take place on the university campus, scheduled on Saturdays and Sundays.

Medium of Instruction:

The medium of course instruction and examination will be in English.

VI. Procedure for admissions, curriculum transaction and evaluation

Admission Procedure:

Admission to the M.B.A programme will be based on evaluating candidates' eligibility. Admission is not guaranteed, and Periyar University CDOE reserves the right to cancel any admission at any time if any irregularities are discovered in the admission process or eligibility criteria.

Duration of the Programme:

The maximum duration for M.B.A. programme is N (Course duration) + 5 years. If a student does not complete the program within seven years, they must apply for special exams to complete their programme.

Eligibility:

A candidate who has passed 10, +2, +3 is eligible to apply for M.B.A. programme.

Fee Structure:

Name of the Programme	Degree	Duration	Year	Fee (in Rs.)
Master of Business Administration	PG	N (Course duration) + 5 years	1	15,320
			2	14,330

Credit System:

Periyar University, CDOE plans to implement the 'Credit System' for most of its programs. Each credit corresponds to 3 hours of study, encompassing all learning activities. Therefore, an 8-credit course requires 240 hours, a 6-credit course requires 180 hours, a 4-credit course requires 120 hours, and a 2-credit course requires 60 hours of study. This system helps students gauge the academic effort needed to complete a course. To finish an academic program, students must successfully complete both the assignments and the term-end examinations for each course in the program.

Evaluation:

Question paper design

Each theory subject question will be designed for 3 hours in three sections Part-I, Part- II and Part-III with the number of questions and allotments of Marks as described below:

Section	Type of Questions	Marks	Total
A	One word (Answer all the questions)	10 X 2 = 20 (Multiple choice Questions)	20
B	100 to 200 words (Answer any three out of five questions)	3 X 5 = 15	15
C	500 to 1000 words (Essay type questions) 'Either or' Pattern	5 X 8 = 40	40
	Total Marks		**75**

Scheme of evaluation for theory papers

The scheme of evaluation of CIA and TEE is as follows:

Scheme of Evaluation

For each Theory Course	Maximum Marks	Minimum Marks
Continuous Internal Assessment	25	12
Term-End Examinations	75	38
Total	**100**	**50**

* If minimum marks not achieved, the student may re-submit the Practicum oriented and theory oriented assignments by paying assignment submission fee prescribed by the University time to time

Scheme of evaluation for practicum

The student has to secure 50% in each and every category of practicum examinations.

Classification of Result

Marks	Grade Point	CGPA	Letter Grade	Description
96 and above	10	9.51 and above	S+	First Class –
91-95	9.5	9.01-9.50	S	Exemplary
86-90	9.0	8.51-9.00	D++	First Class
81-85	8.5	8.01-8.50	D+ D	Distinction
76-80	8.0	7.51-8.00		
71-75	7.5	7.01-7.50	A++	
66-70	7.0	6.51-7.00	A+	First Class

Passing Minimum 50% P: Pass, ESE: End Semester Examination, CIA: Continuous Internal Assessment

$$GPA = \frac{\Sigma\,(CDT \times GPT)}{\Sigma\,CDT}$$

Where: CDT – No. of credits of core, optional and elective courses

GPT= Grade Point (obtained by dividing the percentage of marks scored by 10)

VII. Requirement of the laboratory support and Library Resources

The Central Library is one of the important central facilities of Periyar University. It has Text book, reference books, conference proceedings, back volumes, standards, and non-book material such as CD-ROMs and audios. The central library procured several e- books in different areas.

All routine functions of the library are automated with the help of an integrated library software package, developed and distributed by UGC INFLIBNET. The database the entire collection has been created and available through online Public Access Catalogue (OPAC) to the users via campus network.

The Centre for Distance and Online Education (CDOE) at Periyar University has begun establishing a dedicated library for the ODL program and is in the process of acquiring printed books and e-books for this purpose.

VIII. Cost Estimate of the Programme and the Provisions:

The University has already incurred initial expenses for infrastructure, manpower, SLM preparation, and other necessities. The University plans to allocate expenses from the total fee collection, based on the admission of students as follows:

- ✓ SLM Printing and Delivery – 20%

- ✓ Salary and Administrative Expenses – 60%

- ✓ Software Development & Maintenance – 10%

- ✓ Future Developments – 10%

IX. Quality assurance mechanism

The CIQA will oversee and ensure the quality of the ODL programs. The CIQA of Periyar University's Centre for Online and Distance Education includes the Vice-Chancellor as the Chairperson, three senior teachers from Higher Educational Institutions, Heads of three departments or schools offering recognized programs in Open and Distance Learning and Online modes, two External Experts in Open and Distance Learning and/or online education, Officials from the Administration and Finance departments, and the Director of the Centre for Internal Quality Assurance as the Member Secretary.

The objective of the CIQA is to develop and implement a comprehensive and dynamic internal quality assurance system. This system will ensure that the higher education programs offered in the Open and Distance Learning (ODL) and Online modes by the Higher Educational Institution are of acceptable quality and are continuously improved.