

## **Programme Project Report (PPR) for Master of Business Administration**

### **A. Programme Missions and Objectives:**

The Master Degree programme in Master of Business Administration is a unique and most popular degree programme all over India. The amount of seats available in conventional University and Colleges are not sufficient to meet the demand for studying Master of Business Administration as Master Degree Programme.

- The main objectives of the courses to impart standard course curriculum of the subject which is at par with other conventional University.
- To provide opportunity to those who are already employed in different professions to improve their chances of progressing to higher positions in their job.

### **B. Relevance of the programme with HEI,s Missions and Goals.**

The mission of the University is to spread higher education at affordable cost to the learner who are unable to attend classes in regular mode. This particular course/programme may give an opportunity to gain knowledge in the area of Master of Business Administration

### **C. Nature of prospective target Group of Learners**

The pass out of Higher Secondary level may join the course. This programme is open to all who have passed such level and want to increase his/her knowledge in Master of Business Administration

The learner who have passed in other Bachelor Degree exam can also apply.

### **D. Appropriateness of programme is to be conducted in open and distance learning mode to acquire specific skills and competence.**

The programme could be considered appropriate to be conducted ODL as this system is so flexible in nature that one can use its advantages. The Self Learning Material (SLM) for the programme has been developed keeping in mind the needs of the learners ensuring that it is self explanatory, self contained, comprehensive and simple. The guide lines of UGC (ODL) Regulation 2017 have been strictly adhere to during the period of developing SLM. The SLM and personal contact programme (PCP's) are planned and scheduled in a way to extend support to the learner.

### **E. Instructional Design**

#### **i. Curriculum Design**

The university is revising the curriculum and syllabus of its Master of Business Administration programme once in every three years to ensure that the content is updated and reflect current academic knowledge and practice.

The curriculum of Master of Business Administration has been prepared by considering the challenges of offering the programme through distance mode. The annual system of examinations and evaluation is followed by the university. Students are required to submit assignments and

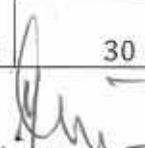
appear for test papers to be able to pass internal examinations for which 25 percent marks are earmarked.

**ii. Programme Details**

**SCHOOL OF COMMERCE AND MANAGEMENT**

**MASTER OF BUSINESS MANAGEMENT**

Sl. No	Course Code	Name of the Course	Total Marks	Maximum Marks		Pass Marks		External Examinations Duration
				Internal	External	Internal	External	
<b>1ST YEAR</b>								
1	CMMB101	Principles of Management	100	25	75	10	30	3 Hrs.
2	CMMB102	management Information System	100	25	75	10	30	3 Hrs.
3	CMMB103	Business Communication	100	25	75	10	30	3 Hrs.
4	CMMB104	Management Accounting	100	25	75	10	30	3 Hrs.
5	CMMB105	Organizational Behavior	100	25	75	10	30	3 Hrs.
6	CMMB106	Managerial Economics	100	25	75	10	30	3 Hrs.
<b>2ND YEAR</b>								
1	CMMB201	Business legislation	100	25	75	10	30	3 Hrs.
2	CMMB202	Entrepreneurship Development	100	25	75	10	30	3 Hrs.
3		Elective -I	100	25	75	10	30	3 Hrs.
4		Elective -II	100	25	75	10	30	3 Hrs.
5		Elective-III	100	25	75	10	30	3 Hrs.
6		Elective-IV	100	25	75	10	30	3 Hrs.
7	CMMB203	Project	100	25	75	10	30	3 Hrs.
<b>Human Recourse Management (Specialization)</b>								
1	CMMB211	Human resource Planning Development	100	25	75	10	30	3 Hrs.

  
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2	CMMB212	Industrial relations and Labour Law	100	25	75	10	30	3 Hrs.
3	CMMB213	Human Recourse Training and Development	100	25	75	10	30	3 Hrs.
4	CMMB214	Managing Intra Personal and Group Process	100	25	75	10	30	3 Hrs.

**Marketing Management (Specialization)**

1	CMMB221	E-Commerce	100	25	75	10	30	3 Hrs.
2	CMMB222	International Marketing	100	25	75	10	30	3 Hrs.
3	CMMB223	Product and Brand Management	100	25	75	10	30	3 Hrs.
4	CMMB224	Retailing and Distribution Management	100	25	75	10	30	3 Hrs.

**Finance (Specialization)**

1	CMMB231	Corporate Taxation and Tax Planning and Management	100	25	75	10	30	3 Hrs.
2	CMMB232	Principles of Insurance and Banking	100	25	75	10	30	3 Hrs.
3	CMMB233	Security Analysis and Investment Management	100	25	75	10	30	3 Hrs.
4	CMMB234	management of Financial Institution and Services	100	25	75	10	30	3 Hrs.

**System(specialization)**

1	CMMB241	Management Support System	100	25	75	10	30	3 Hrs.
2	CMMB242	ERP and Data Base Management	100	25	75	10	30	3 Hrs.
3	CMMB243	System Analysis And Design	100	25	75	10	30	3 Hrs.
4	CMMB244	Data Communication and Network	100	25	75	10	30	3 Hrs.

**iii. Duration of the Programme**

The minimum Duration of the programme shall be two years and maximum five years.

**iv. Total Credit of the Programme**

Total Credit of the Programme is 96

**v. Faculty and Support Staff requirement**

Course Co-ordinator

Faculty

  
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Supporting Staff

#### **F. Instructional Delivery System**

The Directorate has developed printed self learning materials (SLM) for all courses. These material have been developed by inhouse Course Writers and outside resource persons. These SLM's are developed with simple language, self explanatory, self contained, self directed, self motivating and self evaluating approach. In addition to the SLM the university provides CD's related to the course material. Further the learners can update themselves by logging on the Website [www.vmsuniversity.in](http://www.vmsuniversity.in)

#### **G. Personal Contact Programmes/ Counseling programmes**

The Directorate conducts weekend counseling for its learners. The personal contact programmes are also provided and course co-ordinator informs the schedule to the learners.

#### **H. Procedure for Admission, Curriculum transaction and evaluation**

##### **i. Admission**

The admission notification for Master of Business Administration will be issued in leading national and regional dailies. The detailed information regarding admission is also given on the Vinayaka Missions Sikkim University website. The students seeking admission shall apply online as well as in the university admission section by getting application.

##### **ii. Fee Structure:**

Fee Structure of Master of Business Administration will be 25000 and it will be collected in 2 installments.

##### **iii. Evaluation:**

The evaluation of the programme is annual system. The external theory examination shall be conducted by the university in the month of June every year and result will be published in the month of July. Total marks for external examinations is 75 and total marks for internal evaluation is 25.


##### **iv. Assignment:**

At least one assignment should be done in each year for all the courses.

#### **I. Requirement of Library resources**

The students can use the library resources available at the university central library and learning support centres. The area of the university library is 3000 sq.ft. The courses which requires computer as well as other laboratory facilities shall be provided in the university and students make use of these laboratory at the time of personal contact programmes.

#### **J. Quality Assurance mechanism and expected programme out course.**

  
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The VMSU has constituted the Internal Quality Assurance Cell (IQAC) to ensure the delivery of High quality programme to the learners.

It tries to ensure quality service to the learners and identify the key areas in which the concerned schools of the university should maintain quality. It also organize workshops, seminars and acting as a nodal agency of the University for quality related activities including adaptation and dissemination of good practices.



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