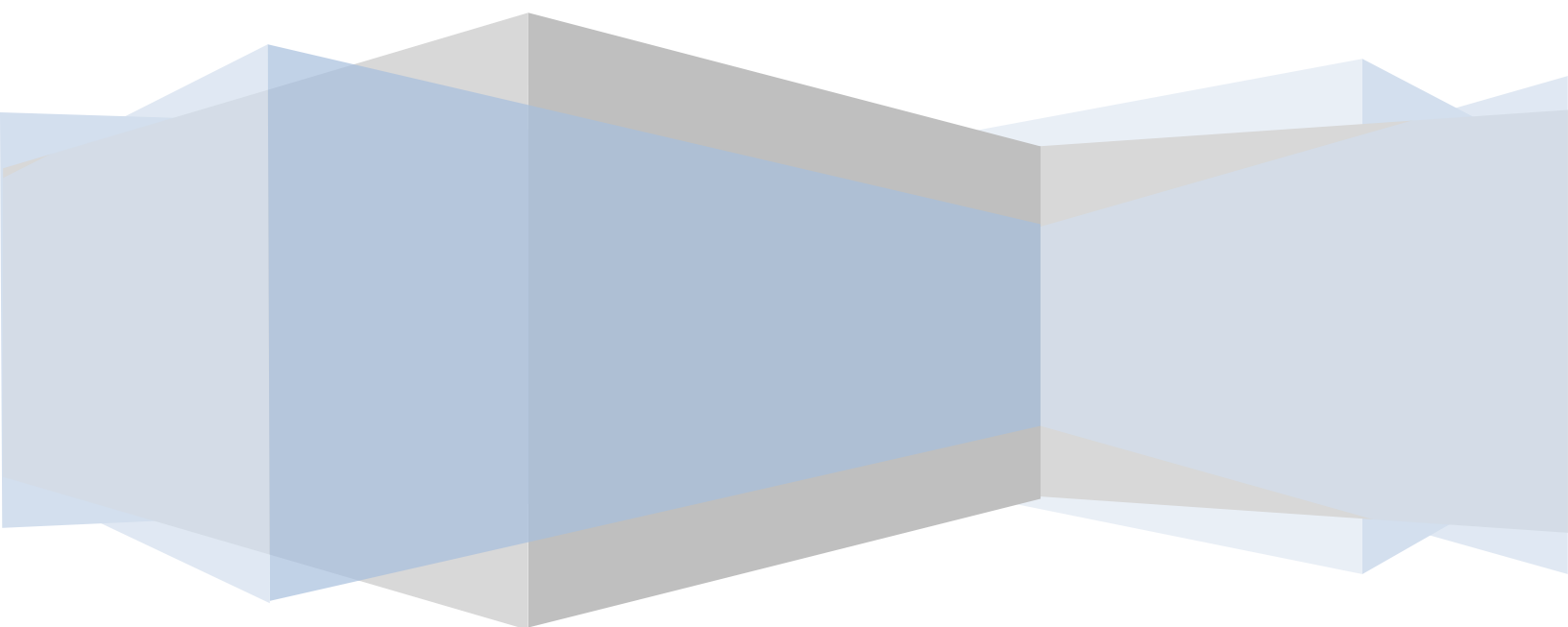**Directorate of Distance Education**

Programme Project Report of Masters of Business Administration –MBA (ODL) Programme (May – 2024)

Programme Mission:

The Master of Business Administration (MBA) programme in Open and Distance Learning (ODL) mode aims to provide professional education in management to working professionals, entrepreneurs and individuals seeking career in the industry and business. It focuses on enhancing managerial skills, fostering leadership qualities, and promoting strategic thinking in various business contexts. It aims to provide comprehensive and advanced education in business management, equipping students with the necessary knowledge, skills, and competencies to excel in the dynamic global business environment. It emphasizes leadership, innovation, and ethical decision-making, preparing students for diverse roles in the corporate sector, entrepreneurship, and beyond.

Programme Objectives:

The MBA (ODL) programme is aimed at enabling Urdu medium students to;

1. Integrate core management theories, models, and frameworks with practical applications, addressing real-world business, policy, and social challenges within dynamic and complex environments.

2. Demonstrate exceptional communication skills, excel in diverse, cross-functional teams, and navigate multi-cultural contexts adeptly. They will possess a keen understanding of local, domestic, and global perspectives, enabling them to manage continuity, change, risk, ambiguity, and complexity effectively.

3. Recognize and uphold the significance of Indian ethos and values in managerial decision-making processes. They will exhibit value-centered leadership, ensuring ethical and socially responsible practices in their professional endeavors.

4. Be prepared for successful career pursuits across various sectors, including corporate, non-profit organizations, public policy, and entrepreneurial ventures. They will embrace lifelong learning, continuously adapting to evolving business landscapes and acquiring new skills.

5. Demonstrate integrity and sensitivity to both local and global issues of social relevance, earning the trust and respect of others as inspiring, effective, and ethical leaders, managers, entrepreneurs, intrapreneurs, and change agents.

Relevance of the programme with HEI's Mission and Goals:

The mandate of MANUU is to provide to promote and develop the Urdu language, to impart education and training in vocational and technical subjects through the medium of Urdu, to provide wider access to people desirous of pursuing programmes of higher education and training in Urdu medium through Campus and Distance modes & to provide focus on women education. M.BA (ODL) is highly relevant to the mission and goals of MANUU that is striving to impart education and training in vocational and technical subjects through the medium of Urdu. It supports MANUU's commitment to producing competent professionals equipped with industry-relevant skills and knowledge, capable of making meaningful contributions to the business world.

Nature of Prospective Target Group of Learners:

The target group for the MBA programme includes recent graduates seeking advanced education in business administration, working professionals aspiring for career advancement, entrepreneurs looking to enhance their business acumen, and individuals seeking a career change or transition into the business field.

Appropriateness of Programme Delivery:

The MBA programme will be delivered through ODL mode. It will be delivered through high quality Self Learning Material, academic counselling, workshops, seminars, case studies, industry projects, and online resources. This approach allows for flexibility and accessibility, catering to the diverse learning needs of students while ensuring academic rigor and practical relevance.

Instructional Design:

The instructional design of the M.BA (ODL) programme will be prepared as per the guidelines of UGC (ODL and Online Programmes) Regulations, 2020 and AICTE (Open and Distance Learning Education and Online Education) Guidelines, 2021. The instructional design of the MBA (ODL) programme incorporates a multimedia approach to facilitate effective learning experiences for students. It comprises various components aimed at enhancing theoretical understanding, practical skills, and managerial competencies'

1. **Self-Learning Material (SLM):** Printed self-learning materials will be provided to students for both theoretical and practical components of the programme. Each course module will be structured into blocks, consisting of 3-5 units, covering core concepts, case studies, and practical applications. SLM will be dispatched to students via registered post, ensuring accessibility and ease of reference, ESLM shall be uploaded in University website

2. **Audio and Visual Resources:** Supplementary audio and video lessons will be available to complement course content. Recorded lectures, presentations, and interactive multimedia resources will be accessible through the university's online platform for 24*7 learning. Faculty members and academic counselors will be encouraged to create additional audio and visual resources to enhance understanding and engagement.

3. **Academic Counseling:** Regular academic counseling sessions will be conducted at designated study centers. Counseling sessions will address academic and personal challenges, providing guidance on content comprehension, assignments, projects, and time management. Personalized support will be offered to students to address individual learning needs and enhance academic performance. The duration of academic counseling sessions will be scheduled throughout the program to ensure continuous support and engagement. In addition blended mode counselling shall also be arranged.

4. **Workshops:** Workshops will be organized to develop practical skills and competencies required for managerial roles. Students will engage in hands-on activities, case studies, and simulations to apply theoretical concepts in real-world scenarios. Workshop sessions will cover areas such as leadership development, strategic management, decision-making, and problem-solving. Opportunities for collaborative learning and networking will be provided through group activities and discussions.

5. **Industry-Based Projects:** Students will undertake industry-based projects to gain practical insights and experience in various business domains. Projects will be aligned with course objectives and tailored to address contemporary business challenges. Mentoring and guidance will be provided by industry experts and faculty members to ensure the successful completion of projects.

6. **Internships:** Students will have the opportunity to participate in internships with corporate organizations, non-profit entities, or entrepreneurial ventures in different regions of the country. Internships will provide hands-on experience in real-world business environments,

allowing students to apply theoretical knowledge and skills acquired during the program. Supervision and feedback will be provided by designated mentors to enhance learning outcomes and professional development.

7. **Assignments and Assessments:** Assignments will be an integral part of the instructional system, designed to assess students' understanding and application of course concepts. Each theory course will include tutor-marked assignments, which students will submit to the respective program centers as per the prescribed schedule. ssignments will cover theoretical concepts, case analyses, research projects, and practical applications, ensuring comprehensive evaluation of students' learning outcomes.

The instructional design of the MBA (ODL) program aims to provide a rich and engaging learning experience, integrating theoretical knowledge with practical skills to prepare students for success in diverse managerial roles and business environments.

Programme Curriculum:

The curriculum of the M.BA (Regular mode) programme will be adopted for M.BA (ODL) programme in accordance with UGC (ODL and Online Programmes) Regulations, 2020.

Admission Procedure:

Admissions to the MBA (ODL) programme will be based on academic qualifications and entrance examinations. Eligible candidates will be selected based on merit and suitability for the programme.

Evaluation Methodology:

The evaluation methodology of the M.BA (ODL) programme will be as per the guidelines of UGC (ODL and Online Programmes) Regulations, 2020.

Infrastructure and Resource Requirements:

The MBA (ODL) programme will require infrastructure and resources as per UGC guidelines. Existing resources will be utilized to serve the purpose and additional resources may be sought as and when required.

Cost Estimate and Provisions:

A detailed cost estimate will be prepared to cover expenses related to faculty, infrastructure maintenance, library resources, and other operational costs. Provisions will be made to ensure financial sustainability and affordability for students.

Quality Assurance Mechanism:

The quality of the MBA (ODL) programme will be assured through adherence to academic standards, regular curriculum reviews, faculty development initiatives, student feedback mechanisms, and other guidelines as mentioned in UGC (ODL and Online Programmes) Regulations, 2020. Continuous monitoring and evaluation will ensure the delivery of high-quality education and positive learning outcomes.

Expected Programme Outcomes:

Upon completion of the MBA (ODL) programme, students will be able to:

1. Integrate core management theories, models, and frameworks with practical applications, addressing real-world business, policy, and social challenges within dynamic and complex environments.

2. Demonstrate exceptional communication skills, excel in diverse, cross-functional teams, and navigate multi-cultural contexts adeptly. They will possess a keen understanding of local, domestic, and global perspectives, enabling them to manage continuity, change, risk, ambiguity, and complexity effectively.

3. Recognize and uphold the significance of Indian ethos and values in managerial decision-making processes. They will exhibit value-centered leadership, ensuring ethical and socially responsible practices in their professional endeavors.

4. Be prepared for successful career pursuits across various sectors, including corporate, non-profit organizations, public policy, and entrepreneurial ventures. They will embrace lifelong learning, continuously adapting to evolving business landscapes and acquiring new skills.

5. Demonstrate integrity and sensitivity to both local and global issues of social relevance, earning the trust and respect of others as inspiring, effective, and ethical leaders, managers, entrepreneurs, intrapreneurs, and change agents.

Summing Up:

The Masters of Business Administration (MBA-ODL) programme will provide students with a comprehensive and contemporary education in business administration and management, preparing them to thrive in today's competitive and dynamic business environment. With a focus on academic excellence, industry relevance, and ethical values, the programme aims to nurture future business leaders and change-makers capable of driving innovation, growth, and sustainability in the global marketplace.

MANUU/Acad/F.A2(AC49)/2024-25/341   Dt. 18·03·2025

EXTRACTS OF 49ᵗʰ MEETING OF ACADEMIC COUNCIL
HELD ON 07.01.2025

Item No. 49.04.20:   **Recommendations of the 13ᵗʰ and 14ᵗʰ CIQA meeting held on 28ᵗʰ May 2024 and 26ᵗʰ November 2024 respectively.**

The Academic Council resolved to consider the following recommendations of the CIQA meeting held on 28ᵗʰ May 2024 and 26ᵗʰ November 2024.

I)   Minutes of 13ᵗʰ and 14ᵗʰ Centre for Quality Assurance (CIQA) Meetings held on 28ᵗʰ May and 26ᵗʰ November 2024

II)   Introduction of MBA (ODL) Programme

The MBA programme is offered in regular mode since 2004 and it is now proposed to introduce MBA programme in ODL mode. AS per the UGC public notice F. No 1-4/2024 (DEB-I) pt.file, dated10th April 2024, AICTE approval is not mandatory for offering MBA in ODL mode. The PPR of MBA is considered.

III)   Programme Project Report Diploma in 'Digital and Social Media' in Online Mode

Introduction of Diploma in Digital and Social Media and to tie up with the Institutions and Media Houses at all India level for training purposes for the students of Digital/Social Media The PPR is considered.

IV)   Programme Project Report for Diploma in Urdu in ODL Mode.

Introduction of Diploma in Urdu in ODL Mode and the syllabi should be the same for both the regular and distance mode students. The proposed Diploma shall be equivalent to one of the Urdu Subject offered at 10ᵗʰ standard and shall be offered by CDOE for both regular and distance mode students in ODL /Online Mode. The PPR is considered

V)   Self-Learning Material (SLM) for B.Ed. (ODL) Program

The Self-Learning Material (SLM) for all 4 semesters of the B.Ed. (ODL) program has been meticulously developed in alignment with the Guidelines of the UGC-DEB. The SLM is designed to cater to the academic and pedagogical needs of distance learners, provide high-quality content and activities to support self-paced learning. It includes comprehensive modules, assignments, and practical activities, covering all core, elective, and practical components of the program. The SLM has been structured to meet UGC-DEB's quality
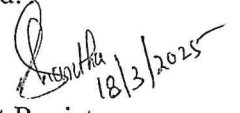
benchmarks, ensuring compliance with regulatory standards. It shall be made available in both printed and digital formats for the convenience and accessibility of learners. The SLM is considered

VI)   Annual CIQA Report for 2023-24

The Annual CIQA Report for the year 2023-24 is considered

VII)   Introduction of 4 Year UG (4YUG) Programme from 2025-26 in ODL Mode.

The Academic Council considered the request of the Director, CDOE for additional time of one more year needed for adopting 4-year UG Programme at CDOE as it takes time for preparation of quality SLM/E-LM as per standard norms of UGC-DEB Regulations, 2020 and PPR approval, SLM approval from Statutory Authorities i.e. CIQA, Academic Council. Presently the permission to run 3 years UG programme is till 2025-26 for B. Com, 2026-27 for B.A. and 2027-28 for B.Sc. programme. Hence, after completion of the SLM writings and statutory approval, 4 year UG from the academic year 2025-26 shall be implemented.

18/3/2025

Assistant Registrar
Academics

To
1. The Director, Centre for Distance and Online Education