



# VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR

( Established by Act 11/2012 of Rajasthan Govt. Covered u/s 2 (f) of UGC Act, 1956 )



CDOE/2023-24/Nov/0043

Date: -29-11-2023

## Centre for Distance & Online Education

Ref: HEI PRESENTATION – “Programme offered in conventional mode with same nomenclature”

Name of Programme: -Master of Business Administration (MBA)

This is to certify that:

- Master of Business Administration (MBA) programme proposed to be offered in the 'ODL' Mode from the AY 2023-24 contains same nomenclature as per the programme offered in conventional mode.
- Entry Level Qualifications for MBA Programme are as per the following:

Conventional Mode	ODL Mode
Passed Bachelor's degree of minimum 3 years duration. Obtained at least 50% marks (45% marks in cases where candidates belong to reserved category-SC/ST) in the qualifying examinations.	Passed Bachelor's degree of minimum 3 years duration. Obtained at least 50% marks (45% marks in cases where candidates belong to reserved category-SC/ST) in the qualifying examinations.

From above, it is clear that Master of Business Administration (MBA) programme proposed to be offered in the 'ODL' Mode from the AY 2023-24 contains **same 'Entry Level Qualifications'** as per the programme offered in conventional mode.

- Curriculum
- Teaching Learning Scheme

For Vivekananda Global University, Jaipur  
  
Registrar

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e.

Programme Outline Conventional Mode			Programme Outline 'ODL' Mode		
Semester - I			Semester - I		
Code	Name of the Subject	Credits	Code	Name of the Subject	Credits
MBM 102	Managerial Economics	4	MBM 102	Managerial Economics	4
MAT 153	Quantitative Methods for Management	4	MAT 153	Quantitative Methods for Management	4
MBM 103	Accounting for Managers	4	MBM 103	Accounting for Managers	4
MBM 104	Legal Aspects of Business	4	MBM 104	Legal Aspects of Business	4
MBM 108	Management Concepts	4	MBM 108	Management Concepts	4
MBM 109	Organizational Behaviour	4	MBM 109	Organizational Behaviour	4
MBM 107	Business Environment	4	MBM 107	Business Environment	4
MBM 105	Business Ethics	2	MBM 105	Business Ethics	2
Semester - II			Semester - II		
MBM 201	Human Resource Management	3	MBM 201	Human Resource Management	3

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MBM 202	Financial Management	4		MBM 202	Financial Management	4
MBM 203	Marketing Management	3		MBM 203	Marketing Management	3
MBM 204	Research Methodology	4		MBM 204	Research Methodology	4
MBM 209	Management Information System	3		MBM 209	Management Information System	3
MBM 210	International Business Management	3		MBM 210	International Business Management	3
MBM 214	Total Quality Management	3		MBM 214	Total Quality Management	3
MBM 215	Digital Marketing	2		MBM 215	Digital Marketing	2
MBM 216	Innovation & Design Thinking			MBM 216	Innovation & Design Thinking	
SE 201	Business Communication	2		SE 201	Business Communication	2
<b>Semester - III</b>				<b>Semester - III</b>		
MBM 301	Project Management	3		MBM 301	Project Management	3
MBM 302	Supply Chain Management	3		MBM 302	Supply Chain Management	3
MBM 304	Strategic Management	3		MBM 304	Strategic Management	3

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MBM 305	Entrepreneurship & Innovation Management	2		MBM 305	Entrepreneurship & Innovation Management	2
<b>Electives Pool</b>						
MBM 311 (Marketing)	Consumer Behaviour	3		MBM 311 (Marketing)	Consumer Behaviour	3
MBM 314 (Marketing)	Marketing of Services	3		MBM 314 (Marketing)	Marketing of Services	3
MBM 315 (Marketing)	Integrated Marketing Communication	3		MBM 315 (Marketing)	Integrated Marketing Communication	3
MBM 316 (Marketing)	Sales Distribution & Logistics Management	3		MBM 316 (Marketing)	Sales Distribution & Logistics Management	3
MBM 321 (HRM)	Employee Legislation	3		MBM 321 (HRM)	Employee Legislation	3
MBM 325 (HRM)	Strategic Human Resource Management	3		MBM 325 (HRM)	Strategic Human Resource Management	3
MBM 323 (HRM)	Training & Development	3		MBM 323 (HRM)	Training & Development	3
MBM 324 (HRM)	Performance Management & Talent Retention	3		MBM 324 (HRM)	Performance Management & Talent Retention	3
MBM 331 (Finance)	Principles & Practices of Banking	3		MBM 331 (Finance)	Principles & Practices of Banking	3

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## g. Pass or Fail Criteria

The programmes offered by the University in conventional mode are based on Relative Grading Pattern. A detail is given below.

### Statistical Method for Relative Grading

Lower Range of Marks	Grade Awarded, if marks falls in range		Upper Range of Marks
	UG	PG	
$\geq \text{Mean} + 1.5 \sigma$	O	O	---
$\geq \text{Mean} + 1.0 \sigma$	A+	A+	$< \text{Mean} + 1.5 \sigma$
$\geq \text{Mean} + 0.5 \sigma$	A	A	$< \text{Mean} + 1.0 \sigma$
$\geq \text{Mean}$	B+	B+	$< \text{Mean} + 0.5 \sigma$
$\geq \text{Mean} - 0.5 \sigma$	B	B	$< \text{Mean}$
$\geq \text{Mean} - 1.0 \sigma$	C	NC	$< \text{Mean} - 0.5 \sigma$
-	NC	-	$< \text{Mean} - 1.0 \sigma$
-	Ab (Absent)	Ab (Absent)	-
-	W(Withdrawal)	W(Withdrawal)	-
-	GA(Grade Awaited)	GA(Grade Awaited)	-
-	S(Satisfactory)	S(Satisfactory)	-
-	X(Not Satisfactory)	X(Not Satisfactory)	-

### AWARD OF GRADES

The following are the general guidelines for the award of grades:

- All evaluations of different components of a course announced in the course plan shall be done in marks for each student.
- The marks of various components shall be added to get total marks secured on a 100-point scale for both theory courses and laboratory courses.
- The statistical method, wherever applicable, shall be used for the award of grades with or without marginal adjustment for natural cut-off. The overall distribution of different grades must be as indicated in the statistical distribution.
- No student having 40 % or more marks in UG programmes and 50% or more marks in PG programmes would be awarded grade 'NC'.

The same pattern will be followed by the University for offering programmes in 'ODL' Mode.

For Vivekananda Global University, Jaipur  
(Dr. Praveen Choudhary)  
Registrar

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MBM 332 (Finance)	Management of Financial Services	3		MBM 332 (Finance)	Management of Financial Services	3
MBM 333 (Finance)	Financial Innovation and Risk Management	3		MBM 333 (Finance)	Financial Innovation and Risk Management	3
MBM 334 (Finance)	Security Market and Portfolio Management	3		MBM 334 (Finance)	Security Market and Portfolio Management	3
MBM 381 (IT)	Enterprise Resource Planning	3		MBM 381 (IT)	Enterprise Resource Planning	3
MBM 382 (IT)	Database Management System	3		MBM 382 (IT)	Database Management System	3
MBM 383 (IT)	System Analysis and Design	3		MBM 383 (IT)	System Analysis and Design	3
MBM 384 (IT)	Networking Concepts	3		MBM 384 (IT)	Networking Concepts	3
<b>Semester IV</b>				<b>Semester IV</b>		
MBM 400	Practical Training in Industry (Project Work)	20		MBM 400	Practical Training in Industry (Project Work)	20

The curriculum, syllabi and teaching-learning scheme of MBA programme in the 'ODL' Mode from the AY 2023-24 will remain same as to the MBA programme offered in Conventional mode.

**f. Pattern of Question Papers for Term End Examination in Conventional Mode**

Q.1	Objective Type / Short Answers Type	10 X 1 mark = 10 Marks
Q.2 to Q.6	Descriptive type Questions	5 X 10 marks = 50 Marks

The same pattern will be followed by the CDOE for conducting Term End Examination in ODL Mode.

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