



Programme Project Report – PPR

(To be annexed with Programme Development Form)

(Approval of the School Board and Academic Council)

Name of the School: School of Vocational Education and Training (SOVET)

Name of the Programme: Master of Arts (Entrepreneurship)

S.No.	Parameters	Details
a.	Programmes mission & objectives: <i>(its alignment with industrial/ learner demands)</i>	<p>Mission:</p> <ol style="list-style-type: none"> 1. Development of entrepreneurial competencies among youth. 2. To motivate learners for setting up of an enterprise. 3. To achieve the aim, the programme will focus on various aspects of starts up, innovation and soft skills which are essential for the success of an entrepreneur. <p>Objectives of the programme :</p> <ul style="list-style-type: none"> • To develop entrepreneurial competencies among graduates in initiating business enterprise • To facilitate successful & profitable operation of the enterprise. • To enable managerial skills for setting up a new enterprise.
b.	Relevance of program with IGNOU's Mission & Goals:	IGNOU's mission and goals are well covered viz. "reaching the unreached and providing knowledge and skills/competencies to make one self sufficient for securing a job or to start his/her own enterprise".
c.	<p>Nature of prospective target group of learners :</p> <ol style="list-style-type: none"> 1. Specify the target group: 2. Needs of the target group: <p><i>(Annex Report of Exploratory Expert Committee Meeting and Need Assessment Study)</i></p>	<p>The programme will be able to cater the needs of those who intend to make their career as an entrepreneur to be associated with research and would like to update their existing knowledge and skills in the field of enterprise.</p> <ul style="list-style-type: none"> • Candidates with Bachelor Degree in any discipline or its equivalent from the recognized University/ Institute. • They may be of any age or gender; rural or urban area and of any social status.(Copy of relevance and Need of the Programme enclosed)
d.	<p>Appropriateness of program to be conducted in Open & Distance Learning (ODL) mode to acquire specific skills & competence :</p> <p>Specify the expected learning outcomes in terms of:</p> <ol style="list-style-type: none"> 1. Knowledge attainment: 	<ul style="list-style-type: none"> • ODL mode would provide them an opportunity to sustain these competencies and pass it to their next generation. • ODL mode would provide the flexibility to the learners in terms of time and would help equip the trainee with requisite competencies of the present day be it communication/ networking skills. To meet the industry needs as per their

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	2. Transferable Skills and Competencies; 3. Reflection of academic, professional and occupational standards;	requirements To acquaint the trainee with Entrepreneurial competencies through ODL like Analytic Ability, Analyse, Problem Solving and supporting and managing the Enterprise.
e.	Instructional Design : 1. Curriculum design (<i>Outcome of Expert Committee meeting; Programme Structure: specify the theory, practical, fieldwork, project, etc components</i>): 2. Total Credit hours (<i>including course wise</i>): 3. Detailed syllabi: 4. Duration of the programme (<i>Minimum & Maximum</i>): 5. Medium of instruction: 6. Type of programme (<i>General/ Professional</i>): 7. Faculty and Support staff: 8. Instructional design & delivery mechanism (<i>Media to be used -print, audio, video, online, computer aided, web based, etc. (course wise)</i>): 9. Student Support Service system (<i>Specify the provisions to be made at HQs, Regional Centres, Learner Support Centres and Web based, etc</i>):	1. Curriculum design: The Master of Arts(Entrepreneurship) is 2 year programme with 64 credits comprising the following courses: 1. Business Environment 2. Fundamentals of Entrepreneurship 3. Business Ideation and Opportunity Identification 4. Business Development and Entrepreneurial Competencies 5. IPR & Technology Commercialization 6. Management of New and Small Enterprises 7. Government Initiatives & MSME Development 8. Finance & Accounting 9. Project I 10. Marketing Management 11. Organisational Management and Labour Relations 12. Start Up, Incubation and Business Ethics 13. Business Research Methods & Applications 14. IT and Entrepreneurship 15. Innovation and Strategic Management 16. Social Entrepreneurship 17. Project II Expert Committee meeting held on 25th June, 2021 (Minutes enclosed) 2. Total Credit hours : 64 (64credits x30hours =1920 hours) 3. Detailed syllabi: Enclosed Annexure-II 4. Duration of the programme: Minimum 2 Years & Maximum 4 Years 5. Medium of instruction: English 6. Type of programme : General 7. Faculty and Support staff: 2 Faculty 8. Instructional design & delivery mechanism (<i>Media to be used -print, audio, video, online, computer aided, web based, etc. (course wise)</i>): The self instructional format is used for developing Self Learning Material (SLM) in print and multi-media. Print is the predominant mode of instruction supplemented with audio and video programmes; face to face counselling sessions; interactive radio counselling (IRC) (Gyan Vani); educational TV broadcasts (Gyan Darshan) and web based counselling (Gyan Dhara). 9. Student Support Service system (<i>Specify the provisions to be made at HQs, Regional Centres, Learner Support Centres and Web based, etc</i>): Students support services in the form of face to face counseling are provided by RCs and LSCs as per University norms. IRC (Gyan Vani); educational TV broadcasts (Gyan

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f.	<p>Procedure for admissions, curriculum transaction and evaluation:</p> <ol style="list-style-type: none"> 1. Define the admission policy (including web based tools to be adopted) : 2. Eligibility criteria: 3. Fee structure: 4. Financial assistance to learners (if any): 5. Activity planner of all academic activities of the academic session: 6. Policy for Evaluation of learner progress along with methods and tools: 	<p>Darshan) and web based counselling (Gyan Dhara) will be provided by School faculty from HQs.</p> <ol style="list-style-type: none"> 1. <i>Define the admission policy:</i> Admission is mainly done online. To fulfill the mandate of inclusiveness there is a provision for submission of application offline as well. 2. <i>Eligibility criteria:</i> Any Graduate or Higher Qualifications from Recognised University. 3. <i>Fee structure:</i> Rs. 4500/- Approx. per semester 4. <i>Financial assistance to learners (if any):</i> As per University norms 5. <i>Activity planner of all academic activities of the academic session:</i> Will be specified in Programme guide as per University norms. 6. <i>Policy for Evaluation of learner progress along with methods and tools:</i> Formative/continuous and summative/ term end evaluation for assessing the progress of its learners and evaluation of their performance. Formative/ Continuous evaluation is conducted at two levels i.e. through self check exercises in-built into the SLMs; formative assessment through tutor marked assignments. Summative / term end evaluation is through term end examinations.
g.	<p>Requirement of the laboratory support and library resources:</p> <ol style="list-style-type: none"> 1. Laboratory support to the learners (if any): 2. Provision of Practical book for learners (if any): 3. Provision of Virtual Reality methods for Practicals in case of Online learning (if any): 	<ul style="list-style-type: none"> • As per existing norms of University in connection with IT courses.
h.	<p>Cost estimate of the program and the provisions:</p> <ol style="list-style-type: none"> 1. Indicate the budgetary requirement for: <ol style="list-style-type: none"> 1. Programme Development 2. Delivery 3. Maintenance 	<p>Programme Development : Rs. 9 Lakh Delivery: As per University norms Maintenance: As per university norms (The University has dedicated budgetary provisions for programme maintenance at the level of School, MPDD (there is a dedicated full-fledged Material Production and Distribution Division for material production and distribution) and EMPC (there is a dedicated full-fledged Electronic Media Production Centre for electronic media production). Digital media production (there is a dedicated full-fledged Centre (COE) for production of MOOCs and digital media) and delivery of the program through its dedicated Divisions namely Regional Services Division which oversees the operations of all Regional Centres and LSCs; E support Unit, Student Registration Division, Student Evaluation Division and Student Service Centre at the HQs).</p>
i.	<p>Quality assurance mechanism and expected program outcomes*:</p> <ol style="list-style-type: none"> 1. Define the review mechanism of the Programme for 	<p>University has:</p> <ul style="list-style-type: none"> • Standard norms and procedures for course design and development; • Standard norms and procedures for establishment of LSCs, • Standard norms for appointment of academic counsellors and evaluators;

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	enhancing the standards of curriculum, instructional design relevant to professional requirements:	<ul style="list-style-type: none"> Involving external experts in maintaining quality of curriculum design and development, including student evaluation; All activities of LSCs and examination centers are monitored by University. 2% assignments are being monitored by faculty of School to ensure the quality of continuous evaluation
2.	Define Programme benchmark statements:	<p>The University has standardized its courseware based on the credit system. To further standardize its courses it has developed its own house style. There is a mechanism in place for continuous quality assessment for design, development and delivery of its academic programmes. The quality is assured at different phases by statutory bodies of the University namely: School Board of Studies, Academic Programme Committee, Planning Board and Academic Council. Programme evaluation is the norm before undertaking revision of the programme. The above mechanism has been followed for this programme also.</p>
3.	Mechanism for monitoring the effectiveness of the programme:	
	*Minimum standards must adhere to UGC (ODL) Regulations, 2017 and directions of the Statutory Bodies of the University	

Dr. R. S. P Singh & Mrs. Asha Yadav
IGNOU, Mahatma Gandhi, New Delhi, 110068

Name & Signature of the Director of the School of Studies with seal

Dr. R. S. P Singh & Mrs. Asha Yadav
IGNOU, Mahatma Gandhi, New Delhi, 110068

Enclosure:

1. Need Assessment Report
2. Syllabus- Annexure -II
3. Minutes of Programme Design committee