



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 Management Studies

Name of the Programme: Master of Business Administration (Marketing Management)

S.No.	Parameters	Details
a.	Programmes mission & objectives:: (its alignment with industrial/ learner demands)	<ol style="list-style-type: none"> 1. The main objective of this programme is to develop the skills required for careers in business and management. This programme will be beneficial for fresh graduates as well as the working personnel to inculcate the latest industry requirements and practices in marketing areas. 2. The programme leading to the award of Post Graduate Degree called (MBAMM) attempts to create a Post Graduate Degree Programme with an exit option is provided at her/his specific request only, resulting in award of Post Graduate Diploma in Management (PGDIM).
b.	Relevance of program with IGNOU's Mission & Goals:	<p>The programme provides learner centric quality education, skill upgradation and inculcate the latest industry requirements and practices in marketing areas.</p> <p>The programme will offer an exit option is at specific request of the student, resulting in award of Post Graduate Diploma in Management (PGDIM).</p>
c.	Nature of prospective target group of learners : <ol style="list-style-type: none"> 1. Specify the target group: 2. Needs of the target group: (Annex Report of Exploratory Expert Committee Meeting and Need Assessment Study) 	<p>Fresh Graduates</p> <p>Knowledge of industrial/professional requirements and practices especially in marketing area.</p>
d.	Appropriateness of program to be conducted in Open & Distance Learning (ODL) mode to acquire specific skills & competence : Specify the expected learning outcomes in terms of: <ol style="list-style-type: none"> 1. Knowledge attainment: 2. Transferable Skills and Competencies: 3. Reflection of academic, professional and occupational standards: 	<p>Latest industrial/professional requirements and practices in marketing area</p>
e.	Instructional Design : <ol style="list-style-type: none"> 1. Curriculum design (Outcome of Expert Committee meeting; Programme Structure: specify the theory, practical, fieldwork, project, etc components): 2. Total Credit hours (including course wise): 3. Detailed syllabi: 4. Duration of the programme (Minimum & Maximum): 	<p>Attached as Annexure-1 Annexure 2</p> <p>All courses will be of 4 credit 120 involves 120 hours of study.</p> <p>Attached as Annexure 2</p> <p>Minimum : Two (02) Year</p> <p>Maximum : Four (04) Years</p>

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S.No.	Parameters	Details
	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>):	English Professional Thirteen (13) As per existing MBA Programme As per existing MBA Programme
f.	Procedure for admissions, curriculum transaction and evaluation: 1. Define the admission policy (<i>including web based tools to be adopted</i>) : 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:	Passed Bachelor Degree of Minimum 3 years duration with at least 50% marks (45% in case of candidates belonging to reserved category). Rs. 58000/-[Rs.2000/- per course (27 courses) + Rs. 4000/- for Project Work] As per university norms. As per existing MBA Programme
g.	Requirement of the laboratory support and library resources: 1. Laboratory support to the learners (<i>if any</i>): 2. Provision of Practical book for learners (<i>if any</i>): 3. Provision of Virtual Reality methods for Practicals in case of Online learning (<i>if any</i>):	N.A. N.A. N.A.
h.	Cost estimate of the program and the provisions: 1. Indicate the budgetary requirement for: 1.Programme Development 2.Delivery 3.Maintenance	Not Required / already provided from MBA Programme
i.	Quality assurance mechanism and expected program outcomes*: 1. Define the review mechanism of the Programme for enhancing the standards of curriculum, instructional design relevant to professional requirements: 2. Define Programme benchmark statements: 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	As per existing MBA Programme As per existing MBA Programme As per existing MBA Programme

Name & Signature of Programme Coordinator(s)

टी.वी. विजय कुमार / T.V. Vijay Kumar

सहायक प्रोफेसर (प्र.अ.वि.)
Associate Professor (SOMS)

Enclosure:

1. Report of Exploratory Expert Committee Meeting

प्रो. के. रवि संकर / Prof. K. Ravi Sankar

निदेशक / Director
School of Management Studies

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