

MADHYA PRADESH BHOJ (OPEN) UNIVERSITY
ORDINANCE NO. 5

MASTER OF BUSINESS MANAGEMENT AND SOME OTHER
MANAGEMENT

PROGRAMME MODULES

The Master of Business management (MBA) Programme will be available in modular form. Out of several six credit Courses, the student can choose certain combinations as indicated in the enclosed programme structure, a total of 21 courses in a period of about 3 years to complete his study for the MBA. However, a student cannot offer more than 8 courses in any particular session of one year. The advantage in the modular system is that a student can essentially earn various Diplomas/Post Graduate Diplomas indicated in the Programme Structure by successfully completing sequentially the various course components required for MBA. This also provides flexibility to accommodate students who may only be interested in a Diploma/Post Graduate Diploma Programme, rather than the whole of MBA programme. The Post Graduate Diploma in Management consist of the first 11 courses as given in the enclosed list of courses while each of the other Diplomas/Post Graduate Diplomas consist of combinations of 5 courses as indicated in the following Programme Structure.

PROGRAMME STRUCTURE

Successful completion of a specific combination of above courses would lead a student to :

- Master of Business Administration (MBA), or
- Diploma in Management (DIM) or
- Post-Graduate Diploma in Human Resource Management (PGDHRM) or
- Post Graduate Diploma in Financial Management (PGDFM) or
- Post Graduate Diploma in Operation Management (PGDOM) or
- Post Graduate Diploma in Marketing Management (PGDMM)

Master of Business Administration

The MBA Programme consist of 21 courses in all. These comprise of :

- All the courses in PGDIM

- Five courses from the specialisation stream
- Compulsory Courses (MS-91, MS-95) and one elective course (MS-92/93/94/97)
- Project Course equivalent to 2 courses.

DIPLOMA IN MANAGEMENT

the Diploma in Management Programme comprises of three compulsory and four elective courses out of which a student is required to take two. The following table presents the overall scheme of courses :

Programme	Course Status	Course Code	Course Title
Diploma in Management (DIM)	compulsory (All Three)	MS-1	Management. Function and Behaviour
		MS-2	Managing Men
		MS-3	Economic and social Environment
	Elective (2 out of 4)	MS-4	Accounting and Finance for Managers
		MS-5	Management of Machines and Materials
		MS-6	Marketing for Managers
		MS-7	Information Management and Computers

POST GRADUATE DIPLOMA IN MANAGEMENT

The Post Graduate Diploma in Management programme comprises of 11 courses. The following table presents the overall scheme of the programme.

Programme	Course Status	Course Code	Course Title
Post Graduate Diploma in Management (PGDIM)	compulsory	MS-1	Management. Function and Behaviour
		MS-2	Managing Men
		MS-3	Economic and social Environment
		MS-4	Accounting and Finance for Managers
		MS-5	Management of Machines and Materials
		MS-6	Marketing for Managers
		MS-7	Information Management and Computers
		MS-8	Quantitative Analysis for Managerial Applications
		MS-9	Managerial Economics
		MS-10	Organisational Design. Development and change
		MS-11	Corporate Policies and Practices

THE SPECIALISATION DIPLOMA PROGRAMMES

The Specialisation Programme in Functional Areas presently, consists of 4 streams of functional area diplomas; Post Graduate Diploma in Human

Resource Management, Post Graduate Diploma in Financial Management, Post Graduate Diploma in Operations Management and Post Graduate Diploma in Marketing Management. Each of these diploma programme consist of five courses. In order to quality for a particular specialisation stream.

However in case of Diploma in Operations Management (PGDOM) a student would be required to take two courses from other streams (either one each from two different streams or both from any one of the streams). Those who wish to do only PGDOM will be required to take MS-8 or MS-9. Later on if he/she wants to pursue MBA he/she will have to do 2 courses from other streams. The courses in the specialisation stream are :

Functional Area Specialisation	Course Code	Course Title
Human Resource Management (HRM)	MS-21	Social Processes and Behaviour Issues
	MS-22	Human Resource Development
	MS-23	Human Resource Planning
	MS-24	Union-Management Relations
	MS-25	Managing Change in Organisations
Financial Management (FM) Decisions	MS-41	Working Capital Management
	MS-42	Capital Investment and Financing
	MS-43	Management control Systems
	MS-44	Security Analysis and Portfolio
Management	MS-45	International Financial Management
Operations Management (OM)	MS-51	Operations Research
	MS-54	Management of Information Systems
	MS-94	Technology Management
Marketing Management (MM)	MS-61	Consumer Behaviour
	MS-62	Sales and distribution Management
	MS-63	Product and Advertising Management
	MS-64	International Marketing
	MS-65	Marketing of Services
	MS-66	Marketing Research

THE INTEGRATIVE COURSES

The Integrative Courses consist of two compulsory courses; four elective courses, out of which the student is required to do one and a project course which is equivalent to two courses. (Thus making a total of five courses). The course are as given below ;

Course Status	Course Code	Course Title
Compulsory Courses	MS-91	Strategic Management
	MS-95	Research Methodology for Management Decisions
	MS-100	Project (Equivalent to two courses)
Elective Courses (Choose any one)	MS-92	Management of Public Enterprises
	MS-93	Management of New and Small Enterprises
	MS-94	Technology management
	MS- 97	International Business

The delivery of the programme will consist of A/V support, continuous study and assessment through assignments and counseling sessions. there will be a minimum of ten counseling sessions each of two and a half hours duration per course. There will be one term end examination per course in each session of one year. For every course the ratio of the weightage of term end examination to that of assignments will be 7:3. Two or three tutor marked assignments will be given to the students and the highest score in any one of these will be taken in to account. In order to be successful in a course the student should secure a minimum of 40% in each of the two components viz continuous assessment through assignments and the term end examination with minimum aggregate of 50%. In order to qualify for the MBA degree or any of the diplomas/ Post Graduate Diplomas the student has to be successful in all relevant course. Students securing 75% or more will be placed in I division with distinction, those securing 60% or more but less then 75% will be placed in the I division the remaining successful students will be placed in the II division.

A student who fails in a course can appear in the next two subsequent term-end examination or and submit the next two sets of assignments. A student who does not avail such chances or who does not succeed will have to get re-registered in the relevant course.

SL No.	Name of The Programme	Programme Code	Eligibility
1.	Master of Business Administration	MBA	Bachelor's degree

2.	Post Graduate Diploma in Human Resource Management (Direct Entry)	PGDHRM	Preferably with 3 Years Supervisory/ Managerial/Professional experience as on the last date for receiving application or Professional Degree in Engineering/Technology/ Medicine/Architecture/ Law or Professional qualifications in Accountancy. Cost and Works Accountancy. Company Secretaryship. etc. or A Master degree in any subject
3.	Post Graduate Diploma in Financial Management (Direct Entry)	PGDFM	Same as above
4.	Post Graduate Diploma in Operations Management (Direct Entry)	PGDOM	Same as above
5.	Post Graduate Diploma in Marketing Management (Direct Entry)	PGDMM	Same as above
6.	Diploma in Management	DIM	Bachelor's Degree Preferably with 3 years Supervisory/ Managerial/Professional Experience as on the last date for receiving the application

LIST OF COURSES FOR MANAGEMENT PROGRAMME

The following is a tentative list of courses each of 6 credits for Management Programmes. Depending on the current trend and feasibility some more courses could be made available or some of these may not be available for offer.

MS-1	Management Functions and Behaviour
MS-2	Managing Men
MS-3	Economic and social Environment
MS-4	Accounting and Finance for Managers
MS-5	Management of Machines and Materials
MS-6	Marketing for Managers
MS-7	Information Management and Computers
MS-8	Quantitative Analysis for Managerial Applications
MS-9	Managerial Economics
MS-10	Organisational Design, Development and Change
MS-11	Corporate Policies and Practices
MS-21	Social Processes and Behavioural Issues
MS-22	Human Resource Development
MS-23	Human Resource Planning
MS-24	Union-Management Relations
MS-25	Managing Change in Organisations
MS-41	Working Capital Management
MS-42	Capital Investment and Financing Decisions
MS-43	Management Control systems
MS-44	Security Analysis and Portfolio Management
MS-45	International Financial Management
MS-51	Operations Research
MS-54	Management of Information Systems
MS-61	Consumer Behaviour
MS-62	Sales and distribution Management
MS-63	Product and Advertising Management
MS-64	International Marketing
MS-65	Marketing of Services
MS-66	Marketing research
MS-91	Strategic Management
MS-92	Management of Public Enterprises
MS-93	Management of New and Small Enterprises
MS-94	Technology Management
MS-95	Research Methodology for management Decisions
MS-97	International Business
MS-100	Project (Equivalent to two courses)

(Detailed course components of each course are given in Appendix)