

Master of Business Administration

Programme Code (MBA)

Admissions in the following specializations of Management Programmes are offered:

- Master of Business Administration (Human Resource) MBA-HR
- Master of Business Administration (Marketing) MBA-M
- Master of Business Administration (Finance) MBA-F
- Master of Business Administration (Operations) MBA-O

The student is at liberty to choose any one stream of the specialization from the above list. The MBA programme is run on yearly mode. It is a Two Year programme consisting of 20 courses/ papers. At the end of each year, there will be a term-end examination.

Objectives:

- To help students get professional education through distance learning so that he/she can put a step towards corporate world
- Expansion of understanding related to various streams of management
- To develop managerial skills and personal skills leading to self development
- Exploring prospectus for higher education in the field of management

Eligibility:

Admission is given on Merit decided based on scores obtained in Entrance Test organized by JNU, Jaipur or MAT/CAT/RMAT or similar test organized by other recognized Institutions/Agencies with Graduation in any discipline from a recognised university

Lateral Entry:

The University provides opportunity to the students with one year P.G. Diplomas in Management in (HRM, MM, FM, OM) for admission in MBA final year. In this system, the university grants credits to the students. The unmatched credits will have to be earned with the final year examinations for completing the academic degree from JNU.

Duration: Minimum 2 years; Maximum 4 years

Credit: 120

Fee: I Year Rs. 18,000/- , II Year Rs. 18,000/-

Programme Structure:

Master of Business Administration Common Papers for all the Specialisations - I Year

S. N.	Paper Code	Paper Title	Credit
1	MBA – 101	Business Environment	5
2	MBA – 102	Organization Behaviour	5
3	MBA – 103	Managerial Economics	5
4	MBA – 109	Financial Management	5
5	MBA – 110	Indian Ethos and Management	5
6	MBA – 111	Fundamentals of Information Technology	5

Marketing			
7	MBAMM – 104	Consumer Behaviour	5
8	MBAMM – 105	Sales & Promotion Management	5
9	MBAMM – 106	Service Marketing	5
10	MBAMM – 107	Management of Marketing, Communication and Advertising	5
11	MBAMM – 108	Retail Management	5

Master of Business Administration - II Year

S. No.	Paper Code	Paper Title	Credit
1	MBA – 201	Accounting for Managers	5
2	MBA – 202	Quantitative Techniques	5
3	MBA – 203	Marketing Management	5
4	MBA – 204	Human Resource Management	5
5	MBA – 205	Production & Operation Management	5
6	MBA – 206	Research Methodology for Management Decision	5
7	MBA – 207	Management Information System	5
8	MBA – 208	Strategic Management	5
9	MBA – 209	International Business	5
10	MBA – 210	Entrepreneurship and small business management	5
11	MBA – 211	Research Project	15

Evaluation & Examinations:

Internal Assignment: The internal assignment shall be of 30 marks. Two assignments will be given in each course. The internal assignment shall be submitted to the concerned IGC for onward submission to the University. Marks Obtained in assignments shall be shown separately in the Mark sheet. In the Research Project (MBA-211), there will be no Internal Assignment.

Term-End-Examination:

There shall be a term-end-examination at the end of the year. It carries a weightage of 70% marks. Term-End-Examination will be held in the months of June and December every year. The students are at liberty to appear in any of the examinations conducted by the university during the year subject to the completion of the minimum period prescribed for the programme pursued. No separate Examination details are to be filled with Admission Form and it is presumed that a student taking admission is appearing in all the courses/ papers of the programme of the study. For appearing in the examination of due papers a student has to submit Back Examination form available in the prospectus along with the requisite examination fee (Rs. 500/-) before the due date. If a student does not appear in any Term-End-Examination, he/she may appear in them in the subsequent Term-End-Examinations subject to a maximum of the credit ceiling prescribed by the University for an Examination. This facility will be available to a student to secure the minimum pass grade during the maximum duration prescribed for the programme. The pass marks in Internal Assignments and Term-End-Examination is only 30% for any one of the components. To clear a course as well as a programme as a whole a student is required to secure 40% Marks.

Research Project Report (MBA-211):

Every student will have to submit a research based project report on any topic related to management studies in about 100 pages (Computer word process) in 12 font size, Times New Roman (space between lines 1.5) in the prescribed format under the supervision of approved Supervisors (format is available on the website the www.sodel.jnujaipur.ac.in)

The students are required to submit the synopsis stating Objectives, Significance, methodology, Scheme of Data Analysis along with the brief C.V. of the Supervisor to the Director, School of Distance Education & Learning through their Service Providers. Only after the approval of their topic and Supervisor, a student should start his /her Research project work. The Research Project (MBA-211) is of 15 credits maximum marks are 200. The Projects copied from other students or any other source will be rejected and zero marks will be awarded. Therefore, student should take the project work seriously. Project can be submitted before the annual examination of their batch. Division shall be awarded to the successful candidates only after the final year as follows:

I – Division	60% and above
II – Division	48% and above but less than 60%
III – Division	40% and above but less than 48%

