

AC-11.03.16

Cover Page

AC  
Item No. 4.1**UNIVERSITY OF MUMBAI****Syllabus for Approval**

Sr. No.	Heading	Particulars
1	Title of the Course	MMS in Digital Business Management
2	Eligibility for Admission	Bachelor's degree examination of this university or any other university recognized as equivalent thereto with a minimum of 50% marks. The prescribed entrance test MH - CET conducted by the Directorate of Technical Education (DTE) Government of Maharashtra or any other entrance test approved by the regulatory authorities/University of Mumbai.
3	Passing Marks	Minimum 50% marks in aggregate
4	Ordinances / Regulations ( if any)	Ordinances/Regulations relating to MMS degree
5	No. of Years / Semesters	2 years /4 semesters
6	Level	P.G. / U.G./ Diploma / Certificate ( Strike out which is not applicable)
7	Pattern	Yearly / Semester ( Strike out which is not applicable)
8	Status	New / Revised- ( Strike out which is not applicable)
9	To be implemented from Academic Year	From Academic Year ___2015-16

Date: 11/1/2016

Signature: Dr. Gokhale, Director.  
JMS, chiplun.

Name of BOS Chairperson / Dean : \_\_\_\_\_

**Syllabus under Credit based Semester and  
Grading System**

**For**

**Master of Management Studies (MMS)**

**2 Years full-time Masters Degree Course in  
Digital Business Management**

**(Effective from the academic year 2015 – 2016)**

**Title**

**Name of the Programme: - Master of Management Studies (MMS) in Digital Business Management**

**Nature of the Programme: - MMS (Master of Management Studies) in Digital Business Management is a 2 years Full time Degree course of University of Mumbai.**

**Eligibility Criteria**

A learner for being eligible for admission into the Post Graduate Programme i.e Master of Management Studies ) in Digital Business Management shall have passed the Bachelor's degree examination of this university or any other university recognized as equivalent thereto with a minimum of 50% marks. Besides, the learner should have cleared the prescribed entrance test MH – CET conducted by the Directorate of Technical Education (DTE) Government of Maharashtra or any other entrance test approved by the regulatory authorities/University of Mumbai.

**Preamble:**

Master in Digital Business Management For years, we are witnessing the transition from an analog to a new digital society, (new technologies, business models, forms of organization and communication ...) with the disruptive changes that this implies; the way of doing business and structure the work. This has been a consequence of profound changes that have experienced the most economic sectors, new companies with new business cultures that have revolutionized the prevailing status quo in many economic sectors creating new totally different to the previous settings. We live in a changing stage characterized by complexity, ambiguity, volatility and the speed of the environment.

Society demands more transparency and honesty in the way we communicate and witness the exponential increase in information (external, unstructured, open and real time) to manage decision making. There are new technological tools that will meet in the Master in Digital Business Management allows you to manage more efficiently an organization. A very challenging environment that demands new skills, professional and personal skills to assimilate in this program. Given the above, the Master in Digital Business Management Mumbai University focuses on the key aspects from both technical and human, to face this new environment guarantees. A need for professionals and digital entrepreneurs of our time.

## **Need for MMS in Digital Business Management Curriculum**

### **The Current Scenario**

- Changing global facets of businesses and economies
- Dynamism in industry practices and evolution of technology
- Emergence of new businesses and business practices
- Thrust on Application oriented and experiential learning
- Expectations of Key stakeholders viz. students, industry and academicians
- Understand the benefit and promote the necessary changes for improvement in the management and direction of the company, based on the orientation of the strategy in the digital environment.
- Implement and follow digitization strategies of a business, making the right decisions to achieve planned objectives

### **This has led to**

#### **1) Emergence of Novel Competencies and Skills**

Since 90% of new jobs will require excellent digital skills. In recent years, digital competence has become a key concept. Develop digital competence and skills necessary to lead a process of change in the company. Perform a Development Plan for digital business. Skills and abilities that will develop in this master are: Domino of different strategies for decision-making. Increased accuracy of the capacity of analysis and synthesis in order to identify, in a systematic and realistic, the factors generating challenges and opportunities in digital environments. Improved communication skills and motivation of equipment to lead change processes.

#### **2) Transformation of the Learners mindset**

The psychological profile, learning style and outlook towards higher education has undergone a change due to explosion of information and abundance of knowledge. New and innovative courses which will provide the contemporary skills and capabilities essential for survival in digital era are preferred most.

**3) Demand for Application oriented and Experiential Learning**

Digital Business Management Education has to transcend beyond the realms of classrooms and focus on interactive, experiential learning. There is a pressing need to inculcate application oriented thinking and practical approach based on sound knowledge of management theories, principles and concepts.

**Objectives**

The MMS in Digital Business Management programme prepares a student for a career in diverse sectors nationally as well as globally. The MMS in Digital Business Management programme aims to explore digital transformation of business from the standpoint of a general traditional management. It develops a set of concepts, frameworks, and tools to help students understand how organizations can foster digital capabilities and turn them into a competitive advantage.

**The Objectives of New Curriculum are: -**

- Enable students to concentrate on goals tailored to career.
- Incorporate some flexibility for institutes to teach new and contemporary curriculum for greater employability of their students.
- To develop management skills and techniques necessary to lead a process of change in the company.
- To Increase accuracy of the capacity of analysis and synthesis in order to identify, in a systematic and realistic, the factors generating challenges and opportunities in digital environments as well as improve communication skills and motivation to lead change processes.

**The goal is aimed at to imbibe and enhance the following skill sets**

- i) Exposure to Global talents
- ii) Application of Digital technology and enhancement of Digital Competence.
- iii) Peer based learning and team work
- iv) Experiential Learning (Learning by Action and Application)

With the breadth and depth of our **core** and **Elective** papers, students can take a multi disciplinary approach or delve deeply into a single area.

**Highlights of the New Course**

- 1) 5 Groups of Electives viz. **Digital Business Management, Marketing and Digital Marketing, Human Resource and Digital Human Resource, Finance and Digital Finance**
- 2) Commencement of Elective Groups from 2<sup>nd</sup> Semester.
- 3) Combination of Theory and Practical

**Subjects in the existing domains namely**

**Introduction to Digital Business Management**

**Digital Marketing**

**Digital Brand Management**

**Digital Business Security Management**

**Digital Entrepreneurship**

**E-Commerce**

**E-Consumer Relations Management**

**Social Media**

**Email Marketing**

**Search Engine Optimization**

**Web Creation and Planning**

**E-Finance**

**E-Banking**

**E-Human Resource Management**

**E-Training and Development**

**Structure of the MMS Digital Business Management Curriculum**

This Innovative Course would consist of four semesters with one live project of two months at the end of the second semester and an internship of four months during the final semester leading to the industry oriented project/dissertation

The innovative courses under the Digital Business Management and curriculum fall under two categories of **Core** and **Elective papers** for II, III and IV semesters. Students have to select group of elective papers in II semester and will continue with it till semester IV.

The essence of this structure is to encourage students to “**think like a mountain**”, starting with a broad canvas to assimilate knowledge from all facets of digital business management and general management and meticulously move towards acquisition and practice of excellence in a specific and desired domain of expertise.

**Learning Pedagogy**

- 1) **Foundation course is the first step taken towards the foothills of the mountain in the journey towards perfection.** Foundation course is offered in first two weeks of the commencement to acquaint with the basics of the course as a bridge course meant for students not exposed to Digital Business Management subjects earlier. All students will be evaluated at the end of each foundation course through objective on line testing. Foundation course shall focus on core competence courses viz – Economics, Information Technology, Statistics, Financial Accounting, Communication and Basic computer literacy.
- 2) **The first semester is the foothill, where the odyssey begins. A common base of knowledge essential for all Digital Business Management professionals.** The first semester shall be a common semester consisting of eight subjects.
- 3) Having cleared the foothills, **students in the second semester** endeavour to attain further skill sets through **an integrated frame work**, the subjects from different domains are included, so that they can reach to the decision regarding their specialization. The second semester would consist of eight subjects out of which 6 would be core subjects and 2 would be electives. ( Selection of one group)
- 4) Students are required to undertake a live Project/Assignment after the second semester with an organization in the month of May & June and submit the summer internship project report after the due completion of the Project/Assignment. This marks the conquest of a milestone.
- 5) In the third and fourth semesters, students venture into realm of **specific Digital management functions charting a path towards advanced learning.**  
The third semester would consist of eight subjects, out of which 6 subjects would be major subjects and 2 would be elective papers.  
The fourth semester would consist of six subjects of which 4 subjects would be major subjects and 2 would be elective papers.
- 6) In the final leg of their journey known as **“Culmination”**, students would have to pursue an internship of four months during the fourth semester. Students shall pursue the internship by working with an organization on week days i.e Monday to Friday and shall attend lectures on weekends i.e Saturday and Sunday. Through this arrangement students shall acquire conceptual knowledge and put it into practice in the industry as part of experiential learning.  
At the end of the internship, students have to submit a final report on their internship along with the certificate of completion from the organization containing the details

of areas where they have acquired hands on experience in the organization.

Throughout the course, students work towards mastery of fundamentals in management and domain expertise in a specific field through a challenging, dynamic and rigorous curriculum.

### **Faculty Students Ratio**

While the faculty students ratio of 1:15 is maintained, the staffing pattern for appointment of faculty for all the Digital Business Management programmes be modified. i.e 50% Full time faculty, 50% industry experts as visiting faculty be made applicable from the academic year 2015 – 16

Institutes should attract more people with industry experience to participate in this programme. To attract industry experts into teaching, they be designated similar to full time faculty based on their industry experience as is noticed in the parallel practice at NCC Units.

A person having 15 years or more Industry Experience holding a senior supervisory position be designated as Hon. Professor & a person with 10 years or more industry experience holding a senior supervisory position be designated as Hon. Associate. Professor & a person having minimum 05 years of industry experience at a supervisory position be designated as Hon. Assistant Professor.

### **Teaching Pedagogy**

Teachers are expected to impart knowledge through new and innovative pedagogical approaches. Some of these techniques are: -

Conducting Practicals, Reading, Group Discussions, Lectures, Role plays, Field Work, Workshops, Counseling Sessions, Watching Educational and Informative Videos, Assignments, Quizzes, Tests, Live Projects, Case Studies, Presentations, Simulations, Industrial Visits, Participation in academic and extra – curricular activities, inculcation of industry specific skills and training & development session.



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