

AC 11-03 2016

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(Appendix 'A')

**Sub : New ordinances No.6304 & 6305 relating to 2 Years M.B.A Program.**

**O. 6304 Title** : M.B.A. (2 Years Degree Programme with 4 semesters  
Comprising 104 credits, completely on - line)

: Double Diploma & Degree Programme

: Joint programme of University of Mumbai  
with  
Federal University of Ural, Russia

: After completing 52 credits in first 2 semesters, Ural  
University will confer Executive M.B.A. Diploma,  
And After completing remaining 52 credits in 3<sup>rd</sup> & 4<sup>th</sup>  
Semesters, University of Mumbai will confer M.B.A.  
Degree .

: To be implemented by Centre for Open and Dynamic  
Education (CODE) of University of Mumbai.

**O. 6305 Eligibility :** 1) Graduate in any faculty from any recognized university

OR

2) 3 Year Diploma from any government recognized  
Polytechnic or equivalent programme with 2 years of  
post - diploma supervisory work experience.

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AC 11-03-2016

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**Outline of the Prospectus  
2-Year MBA Program of  
UNIVERSITY OF MUMBAI**



and



**Ural Federal  
University**

named after the first President  
of Russia B.N.Yeltsin

**Choice Based Credit and Grading System (CBCS)  
Program of 24-month duration to be launched  
from April 2016**



## MBA (MBA-2 year)

### Program Overview

The globalization of management education, increasing collaboration & expansion of multinational organizations across the globe is giving a new dimension to higher education system. Today's global competitive business environment demands flexible & versatile managers with keen desire to learn & continuously upgrade their skills as the technology advances. This has made international online education more vibrant & a rewarding experience.

The MBA program is especially designed for working professionals, managers & entrepreneurs wanting to accelerate their career growth. This program teaches basic concepts & skills required to identify international opportunities & threats, explain their impact, formulate real world strategies & implement plans to achieve the global objective & improve GER (gross enrollment ratio). The program enables the students to understand business policies, business environment & issues pertinent to trade & commerce.

How this program will benefit the students:

1. Fast track their career growth
2. Expand their business nationally & explore business opportunities
3. Upgrade their management knowledge & skills.



### Program Details for 2-year MBA Program

#	Particular	Details									
1	Academic eligibility	Graduate from any recognized university or									
2	Program Duration	24 months									
3	Total Program Credits	104									
4	Total number of Papers	24 Papers + 2 Papers in the form of Projects									
5	Number of enrollments in a year	Four (4): January , April, July and October									
6	Admission open till	One month before commencement of next batch.									
7	Curriculum Pattern	4 Terms (of 6 months each): Total 24 months									
		<table><tr><td></td><td>Term</td><td>Papers</td></tr><tr><td>1</td><td>Term I – 6 months</td><td>6 Core</td></tr><tr><td>2</td><td>Term II – 6 months</td><td>Total 17 specializations with 6 Papers for each of the specializations + 1 (Project Work)</td></tr></table>		Term	Papers	1	Term I – 6 months	6 Core	2	Term II – 6 months	Total 17 specializations with 6 Papers for each of the specializations + 1 (Project Work)
			Term	Papers							
		1	Term I – 6 months	6 Core							
		2	Term II – 6 months	Total 17 specializations with 6 Papers for each of the specializations + 1 (Project Work)							
		On Successful completion of 2 terms, students will be awarded Executive MBA Diploma by URAL Federal University									
		<table><tr><td></td><td>Term</td><td>Papers</td></tr><tr><td>3</td><td>Term III – 6 months</td><td>2 (Core) + 4 (Papers for each of the Specialization)</td></tr><tr><td>4</td><td>Term IV - 6 months</td><td>3 (Papers for each of the specialization) + 2 (Core) + 1 (Project Work)</td></tr></table>		Term	Papers	3	Term III – 6 months	2 (Core) + 4 (Papers for each of the Specialization)	4	Term IV - 6 months	3 (Papers for each of the specialization) + 2 (Core) + 1 (Project Work)
			Term	Papers							
		3	Term III – 6 months	2 (Core) + 4 (Papers for each of the Specialization)							
		4	Term IV - 6 months	3 (Papers for each of the specialization) + 2 (Core) + 1 (Project Work)							
On Successful completion of 4 terms, students will be awarded MBA Degree by Mumbai University											
Exams will be held on half yearly basis at the end of each term											
8	Exams	Exams will be held on half yearly basis at the end of each term									



### Details for 2-year MBA Program

Particular		Details									
1	Academic eligibility	<div><div>i. Graduate from any recognized university or</div><div>ii. Diploma holders from any government recognized polytechnic with 2 years of post- diploma supervisory work experience.</div></div>									
2	Program Duration	24 months									
3	Total Program Credits	104									
4	Total number of Papers	24 Papers + 2 Papers in the form of Projects									
5	Number of enrollments in a year	Four (4): January , April, July and October									
6	Admission open till	One month before commencement of next batch.									
7	Curriculum Pattern	4 Terms (of 6 months each): Total 24 months									
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			Term	Papers							
		1	Term I – 6 months	6 Core							
		2	Term II – 6 months	Total 17 specializations with 6 Papers for each of the specializations + 1 (Project Work)							
		On Successful completion of 2 terms, students will be awarded Executive MBA Diploma by URAL Federal University									
		<table><tr><td></td><td>Term</td><td>Papers</td></tr><tr><td>3</td><td>Term III – 6 months</td><td>2 (Core) + 4 (Papers for each of the Specialization)</td></tr><tr><td>4</td><td>Term IV - 6 months</td><td>3 (Papers for each of the specialization) + 2 (Core) + 1 (Project Work)</td></tr></table>		Term	Papers	3	Term III – 6 months	2 (Core) + 4 (Papers for each of the Specialization)	4	Term IV - 6 months	3 (Papers for each of the specialization) + 2 (Core) + 1 (Project Work)
	Term	Papers									
3	Term III – 6 months	2 (Core) + 4 (Papers for each of the Specialization)									
4	Term IV - 6 months	3 (Papers for each of the specialization) + 2 (Core) + 1 (Project Work)									
On Successful completion of 4 terms, students will be awarded MBA Degree by Mumbai University											
8	Exams	Exams will be held on half yearly basis at the end of each term									



### Credit Distribution For 2 – Year MBA Program:

#### 2- Year MBA (24 months)

- 24 Papers = 96 Credits
- 2 Papers (in the form of Project Work) = 8 Credits

**Total= 104 Credits**

Credits per Paper: 4(1 credit = 30 hours of learning)					
Distribution of time (Hours) per Paper					
Online Lectures	Online Study Material	Reference Books	Online Quiz	Doubt Clearing	Total Time (Hours)
15	45	50	05	05	120



**Program: 2 – year MBA**

**First term: 6 Core Papers**

#	Papers	Credit
1	Principles of Management	4
2	Marketing Management	4
3	Human Resource Management	4
4	Production and Operations Management	4
5	Financial Accounting and Economics	4
6	Information Technology Management	4

**Second term – Total 17 Specializations, of which one to be opted**

**1) Finance**

#	Papers	Credit
1	Corporate Finance	4
2	Financial Markets and Services	4
3	Mergers and Acquisitions	4
4	Security Analysis and Portfolio Management	4
5	International Financial Management	4
6	Tax Management	4
7	Project Work	4

**2) Human Resource**

#	Papers	Credit
1	International HRM	4
2	Training and Development	4
3	Human Resource Planning	4
4	Compensation and Benefits	4
5	Industrial Relations and Labor Laws	4
6	Organization Development	4
7	Project Work	4

#	Papers	Credit
1	International Marketing	4
2	Product and Brand Management	4
3	Market Research	4
4	Sales Management and Promotions	4
5	Marketing Finance	4
6	Digital Marketing	4
7	Project Work	4

**3) Marketing**

#	Papers	Credit
1	International Banking and Finance	4
2	MIS and Technology in Banking	4
3	Risk Management and Insurance	4
4	Credit Appraisal and Monitoring	4
5	Asset Liability Management	4
6	Treasury Management in Banking	4
7	Project Work	4

**4) Banking**



### Information Technology

#	Papers	Credit
1	Technology Platforms	4
2	Networking and Communications	4
3	IT Project Management	4
4	Enterprise Resource Planning	4
5	E-Commerce	4
6	Advance Database Management System	4
7	Project Work	4

### 6) Healthcare and Hospital Management

#	Papers	Credit
1	Principles of Health Care Management	4
2	Planning & Designing of Healthcare Facilities	4
3	Hospital Administration	4
4	Service Marketing for Hospitals	4
5	TQM for Health Care	4
6	Hospital Support Services	4
7	Project Work	4

### 7) Retail Management

#	Papers	Credit
1	International Retailing	4
2	Consumer Behavior	4
3	Retail Buying Techniques	4
4	Franchising	4
5	Retail Management	4
6	Supply Chain Management	4
7	Project Work	4

### 8) Advertising and Media Management

#	Papers	Credit
1	Advertising Management	4
2	Product and Brand Management	4
3	Consumer Behavior	4
4	Media Planning	4
5	Public Relations	4
6	Integrated Marketing Communications	4
7	Project Work	4



9) Tourism and Hospitality Management		
#	Papers	Credit
1	Fundamentals of Tourism Management	4
2	Service Marketing	4
3	International Marketing	4
4	Safety and Security in Tourism	4
5	International Hospitality Business	4
6	Consumer Behavior: Hospitality Perspective	4
7	Project Work	4

10) Power Management		
#	Papers	Credit
1	Management of Power Transmission and Distribution	4
2	Renewable Energy Management	4
3	Power Generation	4
4	Integrated Power Resources Mgt. & Power Sector Planning	4
5	Non Conventional Energy Resources	4
6	Energy Conservation & Management	4
7	Project Work	4

#### 11) Operations

#	Papers	Credit
1	International Logistics	4
2	Total Quality Management	4
3	Supply Chain Management	4
4	Operations Research	4
5	Project Management	4
6	Enterprise Resource Planning	4
7	Project Work	4

#### 12) General Management

#	Papers	Credit
1	International Marketing	4
2	International Financial Management	4
3	Entrepreneurship Management	4
4	TQM & SCM	4
5	Project Management	4
6	Enterprise Resource Planning	4
7	Project Work	4



**Supply Chain Management**

#	Papers	Credit
1	International Logistics	4
2	Inventory and Stores Management	4
3	Purchase and Material Management	4
4	Supply Chain Management	4
5	Project Management	4
6	Enterprise Resource Planning	4
7	Project Work	4

**14) Leadership and Entrepreneurship**

#	Papers	Credit
1	Leadership Excellence	4
2	Organization Development	4
3	Venture Capital and Fund Raising	4
4	Project Management	4
5	Entrepreneurship: Skills and Discipline	4
6	E-Commerce	4
7	Project Work	4

**15) Insurance**

#	Papers	Credit
1	Fundamentals of Insurance	4
2	Principles of Life Insurance	4
3	International Insurance Business	4
4	Legal Aspects of Insurance	4
5	Insurance and Risk Management	4
6	Principles of Non Life Insurance	4
7	Project Work	4

**16) Pharmaceutical**

#	Papers	Credit
1	Marketing Strategies in Pharmaceutical Industry	4
2	Legal Aspects & Regulatory Affairs	4
3	Lean Manufacturing in Pharmaceutical Industry	4
4	Intellectual Property Rights	4
5	Innovations & New Product Development	4
6	Cost Management	4
7	Project Work	4

**17) Project Management**

#	Papers	Credit
1	Concepts of Project Management-I	4
2	Concepts of Project Management-II	4
3	Total Quality Leadership	4
4	Disaster Management	4
5	Project Risk Management	4
6	Leadership and Team Development	4
7	Project Work	4



**Supply Chain Management**

#	Papers	Credit
1	International Logistics	4
2	Inventory and Stores Management	4
3	Purchase and Material Management	4
4	Supply Chain Management	4
5	Project Management	4
6	Enterprise Resource Planning	4
7	Project Work	4

**14) Leadership and Entrepreneurship**

#	Papers	Credit
1	Leadership Excellence	4
2	Organization Development	4
3	Venture Capital and Fund Raising	4
4	Project Management	4
5	Entrepreneurship: Skills and Discipline	4
6	E-Commerce	4
7	Project Work	4

**15) Insurance**

#	Papers	Credit
1	Fundamentals of Insurance	4
2	Principles of Life Insurance	4
3	International Insurance Business	4
4	Legal Aspects of Insurance	4
5	Insurance and Risk Management	4
6	Principles of Non Life Insurance	4
7	Project Work	4

**16) Pharmaceutical**

#	Papers	Credit
1	Marketing Strategies in Pharmaceutical Industry	4
2	Legal Aspects & Regulatory Affairs	4
3	Lean Manufacturing in Pharmaceutical Industry	4
4	Intellectual Property Rights	4
5	Innovations & New Product Development	4
6	Cost Management	4
7	Project Work	4

**17) Project Management**

#	Papers	Credit
1	Concepts of Project Management-I	4
2	Concepts of Project Management-II	4
3	Total Quality Leadership	4
4	Disaster Management	4
5	Project Risk Management	4
6	Leadership and Team Development	4
7	Project Work	4



### Third term – Specializations

#### 1) Finance

#	Papers	Credit
1	Financial Risk Management	4
2	Strategic Management	4
3	Cost Accounting	4
4	Project Finance	4
5	Working Capital Management	4
6	Business Ethics and Corporate Governance	4

#### 2) Human Resource Management

#	Papers	Credit
1	Performance Management Systems	4
2	Strategic Management	4
3	Employee Development & Talent Management	4
4	Wage & Salary Administration	4
5	Human Resource Information Systems	4
6	Business Ethics and Corporate Governance	4

#### 3) Marketing

#	Papers	Credit
1	Marketing Communication	4
2	Strategic Management	4
3	Consumer Behavior	4
4	Services Marketing	4
5	Social Media Marketing	4
6	Business Ethics and Corporate Governance	4

#### 4) Banking

#	Papers	Credit
1	Strategic Management	4
2	Retail & Corporate Banking	4
3	Project Finance	4
4	Credit Risk Management	4
5	Marketing of Financial Services	4
6	Business Ethics and Corporate Governance	4

#### 5) Information Technology

#	Papers	Credit
1	Business Intelligence and Analytics	4
2	Strategic Management	4
3	Software Quality Assurance	4
4	Advance Operating Systems	4
5	Service Oriented Architecture	4
6	Business Ethics and Corporate Governance	4

#### 6) Healthcare and Hospital Management

#	Papers	Credit
1	Patient Care Management	4
2	Strategic Management	4
3	HRM & Legal Aspects in Healthcare	4
4	Hospital Information System	4
5	Purchase Management & Inventory Control for Hospitals	4
6	Business Ethics and Corporate Governance	4



**Retail Management**

#	Papers	Credit
1	Visual Merchandising	4
2	Strategic Management	4
3	Retail Information Systems & CRM	4
4	Retail Stores & Operations Management	4
5	Retail Advertising & Sales Promotion	4
6	Business Ethics and Corporate Governance	4

**8) Advertising and Media Management**

#	Papers	Credit
1	Print Media & Broadcast Promotions	4
2	Strategic Management	4
3	Internet Marketing	4
4	Social Media Promotions	4
5	PR & Corporate Communication	4
6	Business Ethics and Corporate Governance	4

**9) Tourism and Hospitality Management**

#	Papers	Credit
1	Tourism Marketing	4
2	Strategic Management	4
3	Tour Operations & Facility Management	4
4	Tourism Product Management	4
5	Tourism Policy & Planning	4
6	Business Ethics and Corporate Governance	4

**10) Power Management**

#	Papers	Credit
1	Strategic Management	4
2	Power Pricing & Power Purchase Agreements	4
3	Energy Power Trading & Network Administration	4
4	Power Station Management	4
5	Financing Energy Sector Projects	4
6	Business Ethics and Corporate Governance	4



**Retail Management**

#	Papers	Credit
1	Visual Merchandising	4
2	Strategic Management	4
3	Retail Information Systems & CRM	4
4	Retail Stores & Operations Management	4
5	Retail Advertising & Sales Promotion	4
6	Business Ethics and Corporate Governance	4

**8) Advertising and Media Management**

#	Papers	Credit
1	Print Media & Broadcast Promotions	4
2	Strategic Management	4
3	Internet Marketing	4
4	Social Media Promotions	4
5	PR & Corporate Communication	4
6	Business Ethics and Corporate Governance	4

**9) Tourism and Hospitality Management**

#	Papers	Credit
1	Tourism Marketing	4
2	Strategic Management	4
3	Tour Operations & Facility Management	4
4	Tourism Product Management	4
5	Tourism Policy & Planning	4
6	Business Ethics and Corporate Governance	4

**10) Power Management**

#	Papers	Credit
1	Strategic Management	4
2	Power Pricing & Power Purchase Agreements	4
3	Energy Power Trading & Network Administration	4
4	Power Station Management	4
5	Financing Energy Sector Projects	4
6	Business Ethics and Corporate Governance	4



### 15) Insurance

#	Papers	Credit
1	Actuarial Mathematics And Services	4
2	Insurance Marketing	4
3	Personal & Health Insurance	4
4	Strategic Management	4
5	Types of Insurance	4
6	Business Ethics and Corporate Governance	4

### 16) Pharmaceutical

#	Papers	Credit
1	Pharmaceutical Product & Brand Management	4
2	Pharmaceutical Distribution Management	4
3	Pharmaceutical Production Management	4
4	Strategic Management	4
5	Pharmaceutical Quality Assurance Concepts	4
6	Business Ethics and Corporate Governance	4

### 17) Project Management

#	Papers	Credit
1	Project Planning & Control	4
2	Project Control System	4
3	Project Contracting and Clearances	4
4	Strategic Management	4
5	Project Formulation & Appraisal	4
6	Business Ethics and Corporate Governance	4



#### Fourth term – Specializations

##### 1) Finance

#	Papers	Credit
1	Valuation Techniques	4
2	Treasury Management	4
3	Derivatives	4
4	Management Control Systems	4
5	International Business	4
6	Forex Management	4
7	Project Work	4

##### 2) Human Resource Management

#	Papers	Credit
1	Strategic HRM	4
2	Human Resource Audit	4
3	International Business	4
4	Management Control Systems	4
5	Employee Relations	4
6	Labor Welfare & Industrial Safety	4
7	Project Work	4

##### 3) Marketing

#	Papers	Credit
1	Rural Marketing	4
2	Advertising & PR Management	4
3	Retail Marketing	4
4	Management Control Systems	4
5	International Business	4
6	Brand Management	4
7	Project Work	4

##### 4) Banking

#	Papers	Credit
1	Foreign Exchange Management	4
2	Financial Risk Management	4
3	Trade Finance & Taxation	4
4	Management Control Systems	4
5	International Business	4
6	Financial Institutions & Capital Markets	4
7	Project Work	4



### Information Technology

#	Papers	Credit
1	Information Systems Audit	4
2	Information Network Security	4
3	Cloud Computing	4
4	Management Control Systems	4
5	International Business	4
6	Enterprise Solution Architecture	4
7	Project Work	4

### 6) Healthcare and Hospitality

#	Papers	Credit
1	Biomedical Knowledge Management	4
2	Disaster Management	4
3	Healthcare Environment & Management	4
4	Management Control Systems	4
5	International Business	4
6	Population Health & Management of Epidemics	4
7	Project Work	4



### 7) Retail Management

#	Papers	Credit
1	Retail Finance	4
2	Mall Management	4
3	Retail Statutory Obligations	4
4	Management Control Systems	4
5	International Business	4
6	E-Retailing	4
7	Project Work	4

### 8) Advertising and Media

#	Papers	Credit
1	Journalism & Media Management	4
2	Advertising Account Planning	4
3	International Business	4
4	Management Control Systems	4
5	Press Ethics & Law	4
6	Event Management	4
7	Project Work	4

### 9) Tourism & Hospitality

#	Papers	Credit
1	International Tourism	4
2	Legal Aspects of Tourism & Hospitality	4
3	Travel Agency Management	4
4	Management Control Systems	4
5	International Business	4
6	Risk & Revenue Management for Tourism & Hospitality	4
7	Project Work	4

### 10) Power Management

#	Papers	Credit
1	Energy Law & Policy	4
2	Hydro & Nuclear Power Resource Management	4
3	Solar Energy - Economics, Technologies & Regulations	4
4	Management Control Systems	4
5	International Business	4
6	Global Power Business	4
7	Project Work	4



**11) Operations**

#	Papers	Credit
1	Six Sigma & Lean Manufacturing	4
2	World Class Manufacturing Practices	4
3	Service Operations Management	4
4	Management Control Systems	4
5	International Business	4
6	Advance Technology Management & Manufacturing Strategies	4
7	Project Work	4

**Leadership & Entrepreneurship**

#	Papers	Credit
1	Business Reengineering Process	4
2	Distribution Management in Supply Chain	4
3	Supply Chain Information System & Simulation	4
4	Management Control Systems	4
5	International Business	4
6	Six Sigma	4
7	Project Work	4

**12) General Management**

#	Papers	Credit
1	Information Technology & E-Business	4
2	Performance Management	4
3	International Business	4
4	Management Control Systems	4
5	Services Marketing Management	4
6	Project Finance	4
7	Project Work	4

**13) Supply Chain Management****14)**

#	Papers	Credit
1	Total Quality Leadership	4
2	Global Business Environment & Economics	4
3	Change Management	4
4	Management Control Systems	4
5	International Business	4
6	Project Finance	4
7	Project Work	4



### 15) Insurance

#	Papers	Credit
1	Investment And Portfolio Management	4
2	Reinsurance	4
3	Insurance Business Environment	4
4	Management Control Systems	4
5	International Business	4
6	Management of Insurance Companies	4
7	Project Work	4

### 16) Pharmaceutical

#	Papers	Credit
1	Regulatory Laws & Compliances	4
2	CSR in Pharmaceutical Industry	4
3	Paradyme in Pharmaceutical Industry	4
4	Management Control Systems	4
5	International Business	4
6	Principles & Practices of Clinical Research	4
7	Project Work	4

### 17) Project Management

#	Papers	Credit
1	Six Sigma	4
2	Project Software Management	4
3	Project Exports	4
4	Management Control Systems	4
5	International Business	4
6	Project Execution & Assessment	4
7	Project Work	4



#### Online e-content

##### 1. Online e-content

- A) Online study material: We upload lectures and supportive documents viz. PPTs used by the faculties.
- B) Multiple Choice Questions (MCQs)/ Online Quiz: Students are required to take online quiz in the form of MCQs where they can practice, which helps them to understand respective lecture concepts better.
- C) Supportive case studies.

#### Printed study material

##### 2. Printed study material

- A) We provide printed study material which covers syllabus of respective subject.

#### Projects Work Preparation & Evaluation

##### 3. Project Work Preparation & Evaluation

- A) Project Work guidelines are shared with the candidate in the E-content option of the online lecture portal. Students need to prepare the project work & send us in softcopy (PDF) format, via email.
- B) Projects are evaluated by the senior faculties who have 5-6 years of teaching experience.

Project Work Assessment	Weightage (%)	Minimum Passing (%)
Project (specialization wise)	100	50

##### 4. Online Examination for 2- Year MBA Program

#### Online Examination

Assessment	Weightage (%)	Minimum Passing (%)
Online Examination	100	50

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