


**UNIVERSITY OF MUMBAI**  
No. UG/ 5 of 2017

**CIRCULAR:-**

A reference is invited to the Syllabi relating to the Master's Degree Program (MMM/MHRDM/MFM/MIM) vide this office Circular No. UG/25 of 2014 dated 8<sup>th</sup> August, 2014 and the Director, Jamanalal Bajaj Institute of Management Studies and the Directors of recognized Institutions of Management Studies are hereby informed that the proposal received from Co-ordinator, Management Faculty, approved by the Academic Council at its meeting held on 28<sup>th</sup> February, 2017 vide item No. 4.7 and that accordance therewith to Change the Structure with modification of Three Year Part-time Master's Degree Program (MMM/MHRDM/MFM/MIM) degree programmes are implemented from academic year 2016-17. which are available on the University's web site ([www.mu.ac.in](http://www.mu.ac.in)) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI - 400 032  
3<sup>rd</sup> April, 2017

To,

  
(Dr.M.A. Khan)  
REGISTRAR

The Director, Jamanalal Bajaj Institute of Management Studies and the  
Directors of recognized Institutions of Management Studies.

A.C/4.7/28.02.2017

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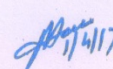
No. UG/ 5 -A of 2017

MUMBAI-400 032

3<sup>rd</sup> April, 2017

Copy forwarded with Compliments for information to:-

1. The Co- Ordinator, Faculties of Commerce & Management.
2. The Offg. Director of Board of Examinations and Evaluation,
3. The Director of Board of Student Development.,
4. The Professor-cum-Director, Institute of Distance & Open Learning (IDOL)
5. The Co-Ordinator, University Computerization Centre,

  
(Dr.M.A. Khan)  
REGISTRAR

PTO..

**Detailed Note on the Opportunities and Challenges Faced by the Students and Proposed Plan**

The current 3 years' PTM's program under the University of Mumbai has the following structure:

**Current Course Structure:**

Learning Hours: Classroom 15 sessions of 3 hrs each-total 45 hrs + Other complementary learning activities 30 hrs; Total 75 hrs

Year	Semester	No. of Subjects	15 Sessions - Classroom Hours @ 3 hrs per session	Total Marks
I	I	6	270	600
	II	6	270	600
II	III	5	225	500
	IV	5	225	500
III	V	5	225	500
	VI	5	225	500
Grand Total		32	1440	3200

**Target groups for the Program are young working professionals:**

- Who may have not been able to access formal management qualifications at the start of their professional career & are keen to cover up that deficiency.
- Who aspire to move up the career ladder and feel that a PTM course may open up more opportunities.
- Who have a keen desire to get back into academics & now since they can afford the option, having to some extent settled in a career, would like to take up the course.
- Who find themselves at a stagnation of their career & think PTM course could be a way out.

**Scenario:**

**Early days - Opportunities:**

- Earlier, when PTMs program was first started in mid-seventies, the courses were offered by only a handful of Institutes.
- Besides, regular full time Management Institutes being also limited, colleges offering this program could not cope up with the demand.
- Subsequently, the employment as well as management education scenario has changed substantially.



#### **Current Day - Challenges:**

- a) Alternate educational diplomas by way of short term courses, Distance Learning modes, as well as web based courses are also offering some type of qualification substitutes.
- b) Employers becoming more demanding, competitive scenario having changed, students' are finding the three years' attendance commitment unrealistic & risky.
- c) As a matter of fact they feel 3 year commitment- too long & challenging.
- d) Too many transfers, job relocations due to a competitive environment is another risk factor.
- e) Attendance, to facilitate classroom learning over 6 days a week, is too difficult to maintain.
- f) Logistics - commuting from work place which today is thinly spread across the city.

**As a result, the Program in its current format is experiencing a flattening in its growth curve.**

#### **Program Positives:**

- a) Is a Mumbai University Post Graduate Degree which has its' own prestige & standing.
- b) As a University Degree it leaves options of further pursuit of academics viz. Ph.D.
- c) As a full-fledged class room based program it allows great networking opportunities, & that too diverse, as MMM, MFM, MHRDM, & MIM courses are run in the same premises.
- d) Scope to practice theories learnt in class at work place, simultaneously, leading to a hands-on application and assimilation of the subject.

**In our view, the above features / positives must be used to their full potential to reverse the trend & bring this Program back again on a growth curve. This in turn would require us to tweak the current format such that we are able to attract the defined target audience.**

#### **Proposed Course Structure:**

Learning Hours: Classroom 15 sessions of 3 hrs each-total 45 hrs + Other complementary learning activities 30 hrs; Total 75 hrs

Year	Semester	No. of Subjects	Classroom Hours @ 3 hours per session	Total Marks
<b>I</b>	I	8	360	800
	II	8	360	800
<b>II</b>	III	8	360	800
	IV	6	270	600
<b>III</b>	V	1	45	100
	VI	1	45	100
	<b>Grand Total</b>	<b>32</b>	<b>1440</b>	<b>3200</b>

Two main changes being:

- I. Reduction in number of subjects covered in the Vth & VIth Semesters by
  - a) Increasing the number of subjects in Sem I, II & III (from 6, 6 and 5 respectively to 8).
  - b) Increasing the number of subjects in Sem IV (from 5 to 6).
  - c) Reducing the number of subjects in Sem V & VI (from 5 to 1 respectively).
- II. Innovation in content / pedagogy by way of introduction of electives (contemporary) & one Industry / non-industry related practical project spread over semesters V & VI respectively.

Hence without reducing overall no of Subjects or hours of delivery, a re-structuring of the program can make it more student - centric and impactful.

We therefore request you to permit us to conduct the course in 3 years, where 2 years will be class room learning and 1 year with industry completing two projects.

Thank you for your consideration and look forward to a response in the affirmative.