Programme Project Report (PPR)
Master of Business Administration (MBA)
2024-25

ARKA JAIN Centre for
Distance and Online Education
ARKA JAIN University, Jharkhand

About ARKA JAIN University

ARKA JAIN University was established in 2017 The University is situated in the serene, picturesque and green campus of 18.15 acres in the neighbourhood district of India's first Industrial City Jamshedpur (Tata Nagar). It is located in the tribal district of Seraikela–Kharsawan of Jharkhand. The University obtained 2(f) status from the University Grants Commission (UGC) and thus recognized by it as a degree awarding Institution. ARKA JAIN University is the first private university in the entire Kolhan region of Jharkhand, which comprises of three districts namely East Singhbhum, West Singhbhum and Seraikela–Kharsawan. Based on its academic and research performance, innovation outputs and societal. ARKA JAIN University is the first state Private University in Bihar, Jharkhand & West Bengal to be NAAC Grade A accredited. The University is ranked 3rd among the Top 15 emerging state private universities in the country by the prestigious Outlook iCare University rankings.

Vision:

To Develop Human Capital by creating spirited learning environment by empowering the students with knowledge, skills and instil social responsibility towards holistic development

Mission

- To impart multidisciplinary and a holistic education in order to ensure the unity and integrity of all knowledge
- To create academic impact through a combination of age-old tradition with modern scientific knowledge
- To create a lifelong learning environment that nurtures intellectual inquisitiveness, holistic & critical thinking, ethics and human values, equity and inclusion, and life skills, and thus making students responsible citizens and nation builder
- To augment the employability aspect of students as per global requirements
- To provide ideal environment for research, innovation, consultancy and entrepreneurship for larger and wider socio-economic and humanistic progress
- To endow the faculty and staff members with necessary means so that they can deliver on the stated lines

- To create a global tribe of technocrats, managers, entrepreneurs, scientists, biologists, pharmacists, artists and other professionals
- To engage with industry, and society at large, in productive manner
- To promote respect for diversity and respect for the local context in all curriculum, pedagogy, and policy

Quality Policy

- To make sure that the academic programmes meet the accepted norms as per the stakeholder's requirements
- To ensure effective functioning of processes, systems and policies pertaining to quality standards at various levels
- To foster quality enhancement to realise academic excellence
- To empower students with knowledge, skills, attitudes by imparting quality education

Core Value

- Ethics and integrity
- Environmental consciousness & sustainable development
- Promotion of Indian culture & heritage
- Active citizenry
- Intellectual and Moral Uprightness
- Service to society and contribution towards national development

Master of Business Administration

1. Programme's mission & Objectives

Mission:

- To provide a special learning environment that supports students from diverse
- backgrounds and helps them grow into world-class citizens.
- To develop moral leaders with a strong sense of social responsibility and an awareness of the workings of the corporate world.
- To collaborate globally with academic institutions, industries, government and society for the development of sustainable world.

Objective

- To Align Curriculum with Industry trends for Practical relevance
- To create opportunities for interdisciplinary learning, human values and professional ethics
- To develop holistic mindset and develop responsible citizens who are employable at local, national and global level
- To enable students to develop critical managerial thinking skills and entrepreneurial acumen

2. Relevance of the Program with HEI's Mission and Goals

ARKA JAIN University, Jharkhand was established with a vision to become a University with commitment to excellence in education, research and innovation aimed towards human advancement.

One of the fundamental aims of education is providing opportunities for learners at all level. The MBA programme offered at ARKA JAIN University is to attract and build the employable graduates to the people who are not in a position to continue their education in a regular mode by means of more rewarding and inspiring environment thereby fostering freedom, empowerment, creativity and innovation through advanced technology more particularly in Online mode also. The MBA programme would help them to transform the individual into intellectually competent human resources which could help the upliftment of the nation. The online mode of education is effective in imparting quality education through flexi-timings.

The proposed programme is highly relevant to the AJU's mission i.e.

- Facilitate holistic education through knowledge sharing, skilling, research and entrepreneurial development.
- Integrate academic and industrial collaborations towards nation's development.
- Mentor students' physical, mental, emotional, secular and spiritual attributes to become a valued human resource

As it aims to provide quality education to those aspiring candidates who are deprived of higher education due to the limited number of intake in the conventional mode of education in the Universities.

Moreover, to keep the quality intact the curriculum and syllabus has been designed at par with the conventional mode keeping in mind the specific needs and acceptability of the learners' ODL/OL mode and in keeping with the aims and objectives of the University ensuring the industry and future skills relevance.

3. **Nature of Prospective Target group of learners**

Graduates, executives and Working Professionals who are passionate in leadership roles but cannot attend full-time program due to constraints shall be the target students/learners of the Open & Distance Learning (ODL) and Online Learning (OL) at ARKA JAIN University (AJU). We also target the learners from special target group for Distance and Online Education. The special target group includes (PWD, Transgender, Defence paramilitary forces and prison inmates etc.). The candidates desirous of taking admission in MBA program shall have to meet the eligibility norms as follows-

To obtain admission in MBA program offered through ODL/OL mode, the learner must have completed graduation in any stream.

The ODL/OL-MBA programme at ARKA JAIN University is specifically designed for members of the working class, industry professionals, business executives designated for various government positions, academicians looking to enhance their credentials with an MBA, medical professionals, medical executives (hospital business owners/Entrepreneurs, women/housewives). This provides the remote student with an opportunity to administration), participate in the university's distance learning programmes for individuals who lack the time to attend regular classes.

4. **Appropriateness of Programme to be conducted in open and distance learning mode to acquire specific skills and competence**

Both theoretical and practical aspects of businesses are covered in order to provide
- conceptual knowledge,

- logical reasoning ability

- and analytical skills

in the domain of business. In addition, the students are provided with practical application of the concepts taught during the course to develop managerial and entrepreneurial skills necessary to venture into the corporate sector. Further, it facilitates an all-round development of the student by sensitizing towards the ethical and social needs of the society.

To improve their business analytics skills regular sessions on numerical analysis tools using computer software like Microsoft Excel, Quantitative Techniques and Logical Reasoning, Case study analysis, Analysis of Current Business and Economics, Managerial Communication etc. as part of curriculum for students' professional and personal development.

Programme Outcomes (PO)

[PO.1]. Domain Knowledge: To establish domain knowledge of the functional areas of Management in the global dynamic business environment.

[PO.2]. Critical Thinking and analysis: Develop competency in analytical and critical thinking in order to perform business data analysis and calibrations.

[PO.3]. Cross Cultural Understanding: Develop cross cultural awareness for creating global mental acumen.

[PO.4]. Social Responsiveness and ethics: Develop consciousness of business ethics, social responsiveness and responsible citizenship.

[PO.5]. Effective Communication: Demonstrate ability to create, articulate and communicate ideas and opinion at global platforms.

[PO.6]. Digital Skills: Develop digital dexterity and competencies for integration of different fields of knowledge for implementing complex business decisions.

[PO.7]. Entrepreneurial Skills: Develop innovative and entrepreneurial capabilities for independent business ventures.

[PO.8]. Leadership and Team Work: Instill a mental disposition for leadership and increase functional utility in team work.

[PO.9]. Practical Application: Ability to apply knowledge in practical problem solving in contemporary issues.

[PO.10]. Life Long Learning: To inculcate a zeal for life-long learning.

[PO.11]. Research related skills: Encourage a sense of curiosity and inquiry towards problems and developing solutions to resolve managerial issues.

[PO.12]. Professional Competency Capability: Ability to demonstrate professional capability for execution of multidisciplinary business projects.

[PO.13]. Creating Sustainable Solutions: Expertise in creating and maintaining sustainable business solutions for managerial, environmental and societal issues.

Programme Specific Outcomes (PSO)

[PSO.1]. Ability to synthesize the information from various areas like Marketing, Finance, Human resource management, etc and make sound business decisions accordingly.

[PSO. 2]. Demonstrate ability to quantify and analyze the business problems.

[PSO. 3]. Ability to work with people from diverse cultures and with different working styles.

[PSO. 4]. Ability to communicate effectively using verbal and non-verbal techniques.

[PSO. 5]. To gain the smartness and ability to identify the factors affecting international Business and also understanding the global digital connection.

[PS0. 6]. Ability to learn ethical guidelines and social responsibility from individual point of view and organizational point of view.

5. **Instructional Design**

The institution adopts outcome-based approach which ensures effective learning experiences of students through mapping modularized course outcomes and assessment. The program is designed with flexible micro learning methodology to ease the learner engagement. The course content are designed with learner-centric approach, creative study pattern and experimental examples to provide experiential learning Both internal and industrial experts are involved in preparation of curriculum and course content. The curriculum is reviewed by set of experts, quality assurance team and Board of Studies (BoS) and approved by Academic Council.

5.1 Delivery Methodology:

Delivery methodology in AJU online learning programs is unique in many aspects. The online mode of imparting education at AJU relies on technology to take its academic programs to the doorsteps of learners far and wide. The system is more learner-oriented and the learner has to be an active participant in the learning process. It combines the features of conventional wisdom and the benefits of technology – driven techniques. A multi-channel approach is followed in knowledge acquisition.

It Comprises of the following support services:

- Self-learning material

- Assignments, Projects and Case studies with real time exposure

- Digital library resources

- Study material provided online

- Webinars of some periodicity

- Access to recorded lectures online and teachers who guide and support learners

- Study groups and online discussion forums

- Week-end or online orientation sessions

- Social Media groups for exchange of information and peer group interaction.

5.2 Printed and Digital Material:

The Self Learning Materials in printed form shall be provided. The Self Learning Material (SLM) shall be sent by registered post. The university shall not be responsible for loss or delay by the postal department. Soft copies of Self Learning Material (**E-SLM**) are also being provided to the learners through University's website at web link;

5.3 Audio and Visual Lessons:

The audio and video lessons are supplementary material for the enhancement of understanding of the subject. They will be used during counselling sessions at respective Learner Support Centres. A large repository of audio-visual educational programmes has already been prepared by the Media Centre and new lessons are regularly produced and uploaded. The Classes are recorded and have been uploaded in the HEI website. Further students can also access the video lessons available on YouTube Channel.

5.4 Personal Contact Programme (PCP):

Personal Contact Programme (PCP) will be conducted either through Online (LMS) / Face-to-Face Counselling will be held in each semester as part of student support services. This would help the students to interact with experts in the course and clarify doubts. However, attendance is not mandatory.

5.5 E- Learning Portal:

E-Learning portal for distance education and online learning students will be a medium for the dissemination of knowledge, skill enrichment, assist in examination preparation, exchange of experience and collaborative participation.

Duration

The total duration of the program is 2 years, consist of 4 semesters.

Medium of Instruction

The medium of instructions and examination in ENGLISH only.

Programme Structure

The MBA Programme consists of 4 semesters, two semesters in each Year.

Course Code	Course Name	Internal	External	Credits
Semester 1				
MBA-OD-101	Principles of Economics and Markets	30	70	4
MBA-OD-102	Managerial Effectiveness and Ethics	30	70	4
MBA-OD-103	Accounting and Finance	30	70	4
MBA-OD-104	Organizational Behaviour and Human Resources Management	30	70	4
MBA-OD-105	Quantitative Techniques and Analytics	30	70	4
	Total			**20**

Course Code	Course Name	Internal	External	Credits
Semester 2				
MBA-OD-201	Entrepreneurship	30	70	4
MBA-OD-202	Marketing Management and Research	30	70	4
MBA-OD-203	Banking, Financial Services and Insurance	30	70	4
MBA-OD-204	Corporate Law	30	70	4
MBA-OD-205	Business Analytics	30	70	4
	Total			**20**

Course Code	Course Name	Internal	External	Credits
Semester 3				
MBA-OD-301	Business Environment and Strategy	30	70	4
MBA-OD-302	Operations Management	30	70	4
Specialization : International Business				
MBA-OD-303	International Economics	30	70	4
MBA-OD-304	Export and Import Management	30	70	4
MBA-OD-305	International Trade Logistics	30	70	4
Specialization : Marketing				
MBA-OD-306	Consumer Behavior	30	70	4
MBA-OD-307	Integrated Marketing Communications	30	70	4
MBA-OD-308	Sales and Distribution Management	30	70	4
Specialization : Banking & Finance				
MBA-OD-309	Banking Domain - Retail and Corporate Business	30	70	4
MBA-OD-310	KYC in Banking	30	70	4
MBA-OD-311	Banking Transactions and Services	30	70	4
Specialization : Hospital & Health Care Management				
MBA-OD-312	Patient Care Management	30	70	4
MBA-OD-313	Planning of Healthcare Services	30	70	4
MBA-OD-314	Healthcare Quality Management	30	70	4

	Specialization : Human Resource Management			
MBA-OD-315	Talent Acquisition and Management	30	70	4
MBA-OD-316	Learning and Development	30	70	4
MBA-OD-317	Industrial Relations and Labor Laws	30	70	4
	Specialization : Finance			
MBA-OD-318	Direct and Indirect Taxes	30	70	4
MBA-OD-319	Investment Analysis and Portfolio Management	30	70	4
MBA-OD-320	Fintech - Foundations and Applications	30	70	4
	Specialization : Logistics & Supply Chain			
MBA-OD-321	LSCM Business Environment	30	70	4
MBA-OD-322	Business Regulations for LSCM	30	70	4
MBA-OD-323	Logistics and Supply Chain Management	30	70	4
	Specialization : General Management			
MBA-OD-315	Talent Acquisition and Management	30	70	4
MBA-OD-306	Consumer Behavior	30	70	4
MBA-OD-319	Investment Analysis and Portfolio Management	30	70	4
	Specialization : Systems & Operations Management			
MBA-OD-324	Enterprise Resource Planning	30	70	4
MBA-OD-325	Software Engineering	30	70	4
MBA-OD-326	Total Quality Management	30	70	4
	Specialization : Project Management			
MBA-OD-327	Introduction to Sub-Systems of Project Management	30	70	4
MBA-OD-328	Project Selection and Portfolio Management	30	70	4
MBA-OD-329	Project Finance and Investment Criteria	30	70	4
	Specialization : Information Technology Management			
MBA-OD-324	Enterprise Resource Planning	30	70	4
MBA-OD-325	Software Engineering	30	70	4
MBA-OD-330	Database Management System	30	70	4
	Specialization : Entrepreneurship & Leadership			
MBA-OD-331	Launching and Managing an Enterprise	30	70	4
MBA-OD-332	Entrepreneurial Finance	30	70	4
MBA-OD-333	Business Plans and Lean Startup Practices	30	70	4
	Specialization : International Finance			
MBA-OD-334	Financial Reporting	30	70	4
MBA-OD-335	Audit and Assurance	30	70	4
MBA-OD-336	Corporate and Business Law	30	70	4
	Specialization : Data Science & Analytics			
MBA-OD-337	Data Visualization	30	70	4
MBA-OD-338	Statistics for Decision Making	30	70	4
MBA-OD-339	Predictive Analytics using Machine Learning	30	70	4
	Specialization : Digital Marketing and E-Commerce			
MBA-OD-340	Digital Marketing and E-Commerce Fundamentals	30	70	4

MBA-OD-341	Inbound & Outbound Marketing	30	70	4
MBA-OD-342	Brand Management for E-Commerce	30	70	4
Specialization : Strategic Finance				
MBA-OD-343	Advanced Financial Accounting and Reporting -I	30	70	4
MBA-OD-344	International Auditing - I	30	70	4
MBA-OD-345	International Taxation	30	70	4
Specialization : Digital Finance				
MBA-OD-346	Managing Fintech Ecosystems	30	70	4
MBA-OD-347	Financial Modelling and Data Visualization	30	70	4
MBA-OD-348	Financial Management and Valuation	30	70	4
MBA-OD-349	Open Elective Course	30	70	4
Total				**24**

Semester 4				
Course Code	**Course Name**	**Internal**	**External**	**Credits**
Specialization : International Business				
MBA-OD-401	Performance Management System	30	70	4
MBA-OD-402	Fixed Income Securities and Derivatives	30	70	4
MBA-OD-403	Valuation and Investment Banking	30	70	4
MBA-OD-404	International Finance	30	70	4
Specialization : Marketing				
MBA-OD-401	Performance Management System	30	70	4
MBA-OD-405	B2B Marketing	30	70	4
MBA-OD-406	Retail Marketing and Service Management	30	70	4
MBA-OD-407	Digital Marketing and Brand Management	30	70	4
Specialization : Banking & Finance				
MBA-OD-408	Management of Financial Services	30	70	4
MBA-OD-348	Financial Management and Valuation	30	70	4
MBA-OD-409	Financial Analysis and Audit Reports	30	70	4
MBA-OD-410	Digital Banking - Fraud and Risk Management	30	70	4
Specialization : Hospital & Health Care Management				
MBA-OD-411	Healthcare Information Technology	30	70	4
MBA-OD-412	Healthcare Insurance	30	70	4
MBA-OD-413	Healthcare Laws	30	70	4
MBA-OD-414	Medical Tourism	30	70	4
Specialization : Human Resource Management				
MBA-OD-401	Performance Management System	30	70	4
MBA-OD-415	International Human Resource Management	30	70	4
MBA-OD-416	Strategic Human Resource Management	30	70	4
MBA-OD-417	Organization Development and Change Management	30	70	4
Specialization : Finance				
MBA-OD-401	Performance Management System	30	70	4
MBA-OD-402	Fixed Income Securities and Derivatives	30	70	4
MBA-OD-403	Valuation and Investment Banking	30	70	4

MBA-OD-404	International Finance	30	70	4
Specialization : Logistics & Supply Chain				
MBA-OD-401	Performance Management System	30	70	4
MBA-OD-405	B2B Marketing	30	70	4
MBA-OD-418	Strategic Supply Chain Management	30	70	4
MBA-OD-419	Managing Risk for LSCM	30	70	4
Specialization : General Management				
MBA-OD-401	Performance Management System	30	70	4
MBA-OD-406	Retail Marketing and Service Management	30	70	4
MBA-OD-417	Organization Development and Change Management	30	70	4
MBA-OD-402	Fixed Income Securities and Derivatives	30	70	4
Specialization : Systems & Operations Management				
MBA-OD-401	Performance Management System	30	70	4
MBA-OD-420	Information Technology in SCM	30	70	4
MBA-OD-421	Strategic Sourcing and Inventory Management	30	70	4
MBA-OD-422	Lean and Six Sigma	30	70	4
Specialization : Project Management				
MBA-OD-401	Performance Management System	30	70	4
MBA-OD-423	Project Monitoring and Information Systems	30	70	4
MBA-OD-424	Project Risk Management	30	70	4
MBA-OD-425	Project Team Building, Evaluation and Control	30	70	4
Specialization : Information Technology Management				
MBA-OD-401	Performance Management System	30	70	4
MBA-OD-426	Technology Management	30	70	4
MBA-OD-427	IT Project Management	30	70	4
MBA-OD-428	IT Privacy and Security	30	70	4
Specialization : Entrepreneurship & Leadership				
MBA-OD-401	Performance Management System	30	70	4
MBA-OD-429	Social Entrepreneurship and Corporate Entrepreneurship	30	70	4
MBA-OD-430	MSME and Family Managed Business	30	70	4
MBA-OD-431	Innovation and Change Management	30	70	4
Specialization : International Finance				
MBA-OD-432	Analytics for Finance	30	70	4
MBA-OD-433	Financial Markets & Taxation	30	70	4
MBA-OD-434	Advanced Financial Management	30	70	4
MBA-OD-435	Advanced Performance Management	30	70	4
Specialization : Data Science & Analytics				
MBA-OD-436	Data Mining	30	70	4
MBA-OD-437	Text Mining	30	70	4
MBA-OD-438	AI for Business	30	70	4
MBA-OD-439	Web and Social Media Analytics	30	70	4
Specialization : Digital Marketing and E-Commerce				
MBA-OD-439	Web and Social Media Analytics	30	70	4
MBA-OD-440	Digital Product Management	30	70	4
MBA-OD-441	Marketing Analytics	30	70	4

MBA-OD-442	Integrated Marketing Strategy	30	70	4
Specialization : Strategic Finance				
MBA-OD-443	Performance Management System	30	70	4
MBA-OD-444	Advanced Financial Accounting and Reporting - II	30	70	4
MBA-OD-445	International Auditing - II	30	70	4
MBA-OD-446	Business Analysis and Reporting	30	70	4
Specialization : Digital Finance				
MBA-OD-447	Financial Regulation and Digital Security	30	70	4
MBA-OD-448	Financial Analytics	30	70	4
MBA-OD-449	Behavioural Finance	30	70	4
MBA-OD-450	Block chain and Cryptocurrency	30	70	4
MBA-OD-451	Cross-Functional Elective Course	30	70	4
MBA-OD-452	Master Thesis / Project	30	70	6
Total				**26**
Total Credit				**90**

Student Support Systems

For easy and seamless services to students, the University has established the necessary arrangements for a variety of support services, including a counselling schedule and resource-oriented services evaluation methods and dates both on and off line modes to provide easy and smooth services for the students in the distance mode.

There is now just one study centre on campus at the University. The University is not promoting any off campus study centre. The student will receive all student support services via an online and onsite single window system.

A coordinator who hold at least the position of Assistant Professor will head the study centre at the University. Depending on the needs of the students, these coordinators may add academic and non-academic staff.

6. Procedure for Admission, Curriculum transaction and Evaluation

6.1 Admission: -

- Student can apply online, and send their form and copy of the certificates /credentials to the Programme Coordinator
- Upon selection, the offer of admission letter shall be sent to the students with instructions to pay fees online/ DD.
- On receipt of fees, admission is confirmed, and enrolment number and Identity Card will be issued.

6.2 Eligibility

The minimum qualification required to apply is passed Bachelor Degree of minimum 3 Year duration. Obtained at least 50% marks (45% Marks in case of candidates belonging to reserved category). Candidates who are in the final semester of the Bachelors Program are also eligible to apply for the Online MBA Program.

6.3 Program Fees:

Fees applicable for the MBA ODL/Online program will be Rs. 25,000 per semester (Rs. 50,000 per year). Programme fees can be paid through Demand Draft, Cash & Cheque at the time of admission.

6.4 Registration Fees:

One-time registration fees Rs. 3,000/- to be paid (towards processing charges) through Demand Draft "at the time of submission of Application Form along with relevant copies of certificates and mark sheet.

6.5 Activity Schedule:

S. No.	Activity	Tentative months schedule (specify months) during year			
		From (Month)	To (Month)	From (Month)	To (Month)
1	Admission	Jul	Sep	Jan	Feb
2	Assignment submission (if any)	Oct	Dec	Apr	Jun
3	Evaluation of Assignment	Nov	Dec	Apr	May
4	Examination	Dec	Jan	Jun	Jun
5	Declaration of Result	Jan	Feb	Jul	Aug
6	Re-registration	Jan	Feb	Jul	Sep
7	Distribution of SLM	Sep	Nov	Mar	Apr
8	Contact Programmes (counselling, Practical's. etc.)	Oct	Dec	Apr	Jun

6.6 Evaluation:

a. **Continuous evaluation in the form of assignments (Weightage 30%)**
This component carries the weightage of 30%. There will 20 % marks midterm examination and 10% on Projects /Assignments / Activities.

b. **Term-end Examination (Weightage 70%)**
End term examination will conducted twice in a year odd semester in the month of December and even in the month June. The students will be allowed for the examination if he/she fills the examination registration form. For appearing in the Examination, every student has to submit an examination form through on-line before the due date.

7. **Laboratory Support and Library Resources**

The library at the ARKA JAIN University aims to support the academic mission and intellectual culture of the community by providing access to a well-organized collection of information and guidance on how to assess, evaluate, and access it.

The University library fosters advanced learning and discovery by providing access to a wide range of resources for study, research and creative work to ensure and promote a vibrant exchange of ideas in the quest for knowledge.

The Library is automated using LIBMAN and OPAC an integrated (Open Access) . The Library has linked with SCC Online, Manupatra, All India Reporter and DELNET. There are 2400 items incorporated in the LIBMAN LMS. In terms of e-resources subscribers are guided towards 26 destinations for e-books, 16 destinations for e-journals, 7 destinations for e-thesis,24 destinations for e-databases, 36 destinations for e-reference, 14 destinations for e-magazines/ news digest, 16 destinations for digital repositories and 18 destinations for e-learning.

8.   **Cost estimate of the Programme and the provisions**

The University covered the initial costs for infrastructure, manpower, printing of self-study materials, and other expenses. The following information outlines how the university plans to distribute costs from the overall amount of fees collected:

a) Study Learning Material Development and Distribution   :   20%
b) Postal Expense   :   10%
c) Salary and other Administrative expenses   :   60%
d) Future development   :   10%

Programme fees has to be planned in accordance with guidelines and norms set up by the University Grants Commission rules after they are operational.

9.   **Quality assurance mechanism and expected Programme outcomes**

The quality of the program depends on the course curriculum and syllabus which meets the requirement of the industry and creates the skillful learning in the students. The ultimate aim of MBA program in Online Learning Mode is to enhance skills of the learners as managers, entrepreneurs and seeing them excel in their profession and meeting global standards too by upgrading their career opportunities.

The ARKA JAIN University has constituted Centre for Internal Quality Assurance (CIQA). The CIQA will do periodic assessment of the online learning course material and audio video tutorials and will assure that the quality of learning is maintained and time to time changes are made as per the requirement of the course. The CIQA will also access the quality of assignments, quizzes and end term assessment time to time and required changes will be assured by them to maintain the quality of the learning program. CIQA will assure that the learning is made a truly global experience for the learner along with inculcation of required skills in the learner as expected program outcome with ARKA JAIN University Jharkhand.

The University has established the Centre for Internal Quality Assurance (CIQA) / Internal Quality Assurance Cell (IQAC) in the University campus. The CIQA / IQAC will monitor and

maintain the quality of the ODL / Online programmes. It has the following objectives in making the compliances of quality implementations.

Objectives

The goal of the Centre for Internal Quality Assurance, also known as the Internal Quality Assurance Cell, is to create and implement a dynamic and all-encompassing internal quality assurance system to guarantee that the higher education programmes offered by higher education institutions online and through open and distance learning are of a quality that is acceptable and continuously improved.

Functions of CIQA

The functions of Centre for Internal Quality Assurance would be following:

i.   To maintain quality in the services provided to the learners.

ii.   To undertake self-evaluative and reflective exercises for continual quality improvement in all the systems and processes of the Higher Educational Institution.

iii.   To contribute in the identification of the key areas in which Higher Educational Institution should maintain quality.

iv.   To devise mechanism to ensure that the quality of Open and Distance Learning programmes and Online programmes matches with the quality of relevant programmes in conventional mode.

v.   To devise mechanisms for interaction with and obtaining feedback from all stakeholders namely, learners, teachers, staff, parents, society, employers, and Government for quality improvement.

vi.   To suggest measures to the authorities of Higher Educational Institution for qualitative improvement.

vii.   To facilitate the implementation of its recommendations through periodic reviews.

viii.   To organize workshops/ seminars/ symposium on quality related themes, ensure participation of all stakeholders, and disseminate the reports of such activities among all the stakeholders in Higher Educational Institution.

ix.   To develop and collate best practices in all areas leading to quality enhancement in services to the learners and disseminate the same all concerned in Higher Educational Institution.

x.   To collect, collate and disseminate accurate, complete and reliable statistics about the quality of the programme (s).

xi. To ensure that Programme Project Report for each programme is according to the norms and guidelines prescribed by the Commission and wherever necessary by the appropriate regulatory authority having control over the programme.

xii. To put in place a mechanism to ensure the proper implementation of Programme Project Reports.

xiii. To maintain are cord of Annual Plans and Annual Reports of Higher Educational Institution, review them periodically and generate actionable reports.

xiv. To provide inputs to the Higher Educational Institution for restructuring of programmes in order to make them relevant to the job market.

xv. To facilitate system based research on ways of creating learner centric environment and to bring about qualitative change in the entire system.

xvi. To act as a nodal coordinating unit for seeking assessment and accreditation from a designated body for accreditation such as NAAC etc.

xvii. To adopt measures to ensure internalization and institutionalization of quality enhancement practices through periodic accreditation and audit.

xviii. To coordinate between Higher Educational Institution and the Commission for various qualities related initiatives or guidelines.

xix. To obtain information from other Higher Educational Institutions on various quality benchmarks or parameters and best practices.

xx. To record activities undertaken on quality assurance in the form of an annual report of Centre for Internal Quality Assurance.

xxi. It will be mandatory for Centre for Internal Quality Assurance to submit Annual Reports to the Statutory Authorities or Bodies of the Higher Educational Institution about its activities at the end of each academic session. A copy of report in the format as specified by the Commission, duly approved by the statutory authorities of the Higher Educational Institution shall be submitted annually to the Commission.

After enrolling MBA Programme at ARKA JAIN University in Online Learning mode, student will exhibit understanding in areas such as critical thinking, effective communication and develop problem solving, scientific temperament with right set of ethics and attitude towards environment and sustainability. After completion of MBA. Programme, student will participate in multiple functional areas of science and technology.