

# Online Education Programs



# Website:

[www.drmaronline.in](http://www.drmaronline.in)

The screenshot shows the homepage of the Dr. M.G.R. Educational and Research Institute website. The browser address bar displays 'drmgronline.in'. The website features a pink header with the contact number '+91-8087006097'. The main navigation menu includes 'Home', 'About us', 'Programme', 'Student Corner', 'Recognition', 'Admission', and 'Contact us'. The central banner features a smiling woman in a suit and a group of graduates celebrating. A prominent message reads 'High Quality Education For the Learners of Digital Era' with the tagline 'Aiming to bring about change and progress through education' and a yellow 'About Online Programs' button. A vertical 'Apply Now' button is on the right. A blue section titled 'Awards & Recognitions' lists logos for IQAC, NIRF, NAAC, ABET, and NBA. A green and yellow graphic at the bottom right says 'WE ARE HERE!' with hand icons and a '9+' badge. A WhatsApp icon is visible in the bottom left corner.

Call Us - +91-8087006097

**Dr. M.G.R. EDUCATIONAL AND RESEARCH INSTITUTE**  
DEEMED TO BE UNIVERSITY  
University with Graded Autonomy Status  
(An ISO 21001 : 2018 Certified Institution)  
Pattar S.S.R. High Road, Madhavapuram, Chennai-60, Tamil Nadu, India.

Home About us Programme Student Corner Recognition Admission Contact us

**High Quality Education For the Learners of Digital Era**

Aiming to bring about change and progress through education

About Online Programs

Apply Now

**WE ARE HERE!**

Online

Awards & Recognitions :

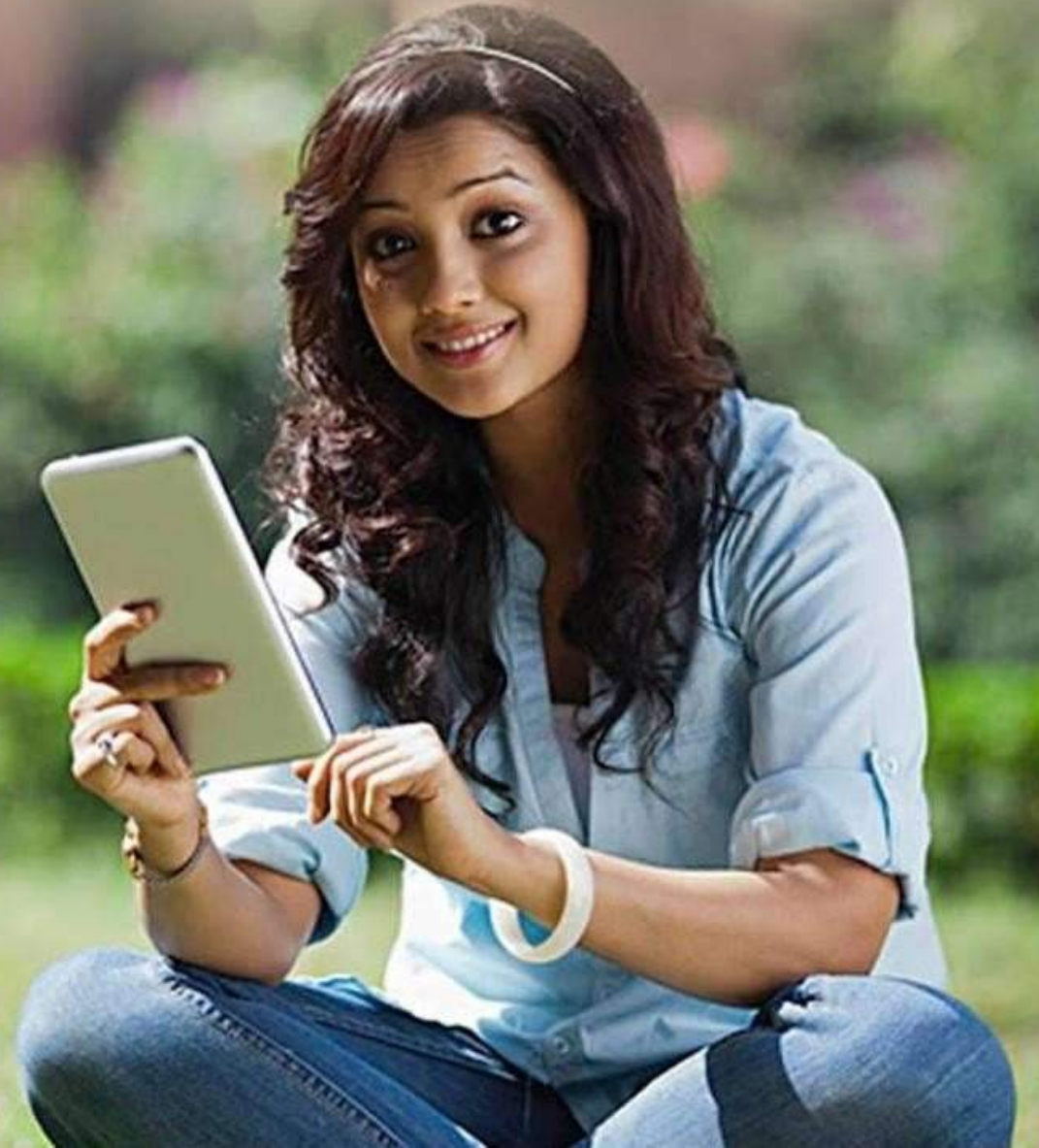
- IQAC
- NIRF
- NAAC
- ABET
- NBA

# ABOUT Dr MGR ~~UNIVERSITY~~

- Education Mode:  
Online
- Recognitions:
  - Deemed University
  - UGC, AIU, DEB
  - NAAC 'A'
  - An ISO certified Institution
  - NIRF Band(101 – 150)
  - Courses are approved by AICTE, DCI, MCI, NCTE, INC, CoA and other statutory bodies.
  - University is selected as 4th rank in best education amongst University throughout India as per the survey done by Financial Express.
  - Renowned name in imparting education in field of Medical Sciences in South India



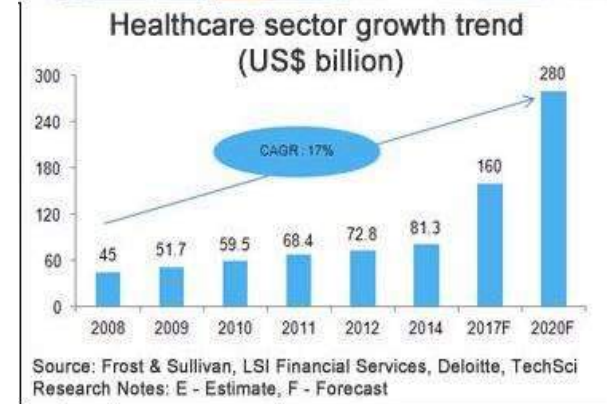
# **Dr MGR University : Management Programs**



# MBA in Hospital & Healthcare Management

## Introduction:

- The Indian healthcare industry has been growing at a pace comparable with the Indian sunrise industries such as Telecom and Biotechnology. However, the healthcare sector in India offers a powerful mix of opportunities and challenges. Importantly, there is a significant gap between the demand and the supply in terms of human resources, health care infrastructure, etc.
- This unique program has been designed to address the demand for healthcare management professionals for the healthcare sector.
- **Course Objective:**
  - To impart management skills to the medical, allied health and other personnel working in the field of healthcare industry.
  - To prepare students to oversee operations and services in healthcare facilities.
  - To evaluate strategic issues in managing overall healthcare ecosystems.
  - To set process for healthcare equipment management.



# MBA in Hospital & Healthcare Management – Program

Sem I	Sem II	Sem III	Sem IV
Principles of Management	Management Accounting	Research Methodology	Business Ethics
Organization Behavior	Optimization Techniques for Managers	Strategic Management	Professional Skill Development
Statistical Methods for Managers	Marketing Management	International Business Management	PROJECT WORK (8 WEEKS)
Managerial Economics	Human Resource Management	Production and Operations Management	
Basic Accounting for Managers	Computer Application for Business	Entrepreneurship Development	
Business Legislations	Hospital & Healthcare Policy & planning	Quality Assurance and Management in Hospitals	
E-Commerce	Organization and Management of Hospital & Health Systems (Including Supporting Services)	Risk Management and Health Insurance	
Business Communication	Epidemiology in Medical and health Care Management	Legal Framework for Hospitals	
		Summer Project Viva Voce	

# MBA in Hospital & Healthcare Management– Potential Careers/Key

## Recruiters

Students who earn their Master in Business Administration degree with a specialization in Hospital & Healthcare Management get the following careers:

### Career

#### Opportunities

- Pharmaceutical Product Manager
- Hospital Associate Director
- Quality Improvement Manager
- Pharmaceutical Sales Consultant
- Health Care Administrator
- Hospital Administrator
- Insurance Coordinator

### Key Recruiters from the Industry:



### Fee Structure

Semester Wise	Rs. 30,000/- Rs. 30,000/- Rs. 30,000/- Rs. 30,000/-
Duration	2 years
Eligibility	Any Graduate with 50% marks in Graduation

# MBA in Finance Management

## Introduction:

- MBA in Financial Management is tailor made for finance professionals and other professionals who aspire to develop a career in finance sector. It covers all the critical aspect such as capital management, international finance and mergers & acquisition and others. Get in-depth understanding of utilization of financial data in decision-making process and how to translate that information to effectively apply it in different business scenarios

## • Course Objective:

- To develop better understanding of the role of financial management in different organisations
- To enhance your ability to analyze different market situations and make sound strategic decisions.
- Develop professionals capable of implementing asset allocation strategies and risk management techniques.
- Gain skills and knowledge necessary to enhance your career in finance industry
- Leverage cutting-edge techniques and the resources for the organizational growth





# MBA in Finance Management – Program Structure

Sem I	Sem II	Sem III	Sem IV
Principles of Management	Management Accounting	Research Methodology	Business Ethics
Organization Behavior	Optimization Techniques for Managers	Strategic Management	Professional Skill Development
Statistical Methods for Managers	Marketing Management	International Business Management	PROJECT WORK (8 WEEKS)
Managerial Economics	Human Resource Management	Production and Operations Management	
Basic Accounting for Managers	Computer Application for Business	Entrepreneurship Development	
Business Legislations	Taxation Management	Security Analysis And Portfolio Management	
E-Commerce	International Finance Management	Working Capital Management	
Business Communication	Financial Management	Corporate Finance	
		Summer Project Viva Voce	

# MBA in Finance Management– Potential Careers/Key

## Requirements

MBA in Finance Management prepares students in this can work effectively across all companies in manufacturing and service sector.

## Career Opportunities

- Financial Adviser
- Financial Manager
- Financial Risk Analyst
- Internal Auditor
- Investment Analyst
- Operational Investment Banker



Fee Structure	
Semester Wise	Rs. 30,000/- Rs. 30,000/- Rs. 30,000/- Rs. 30,000/-
Duration	2 years
Eligibility	Any Graduate with 50% marks in Graduation



# MBA in Marketing Management – Program Structure

Sem I	Sem II	Sem III	Sem IV
Principles of Management	Management Accounting	Research Methodology	Business Ethics
Organization Behavior	Optimization Techniques for Managers	Strategic Management	Professional Skill Development
Statistical Methods for Managers	Marketing Management	International Business Management	PROJECT WORK (8 WEEKS)
Managerial Economics	Human Resource Management	Production and Operations Management	
Basic Accounting for Managers	Computer Application for Business	Entrepreneurship Development	
Business Legislations	Brand Management	International Marketing Management	
E-Commerce	Retail Management	Advertising & Sales Promotion	
Business Communication	Customer Relationship Management	Digital Marketing	
		Summer Project Viva Voce	

# MBA in Marketing Management– Potential Careers/Key

## Requirements

MBA in Marketing Management prepares students in this can work effectively across all companies in manufacturing and service sector.

## Career Opportunities

- Marketing Manager
- Marketing Analyst
- Head – Business Development
- Director- Business Development
- VP- Business Development

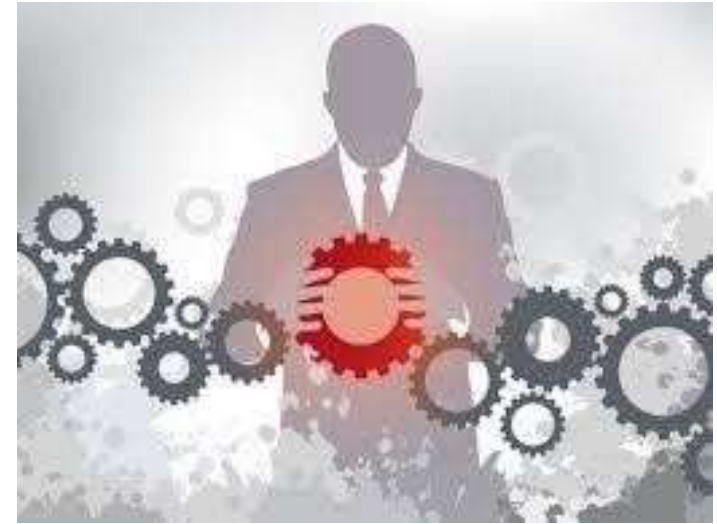


Fee Structure	
Semester Wise	Rs. 30,000/- Rs. 30,000/- Rs. 30,000/- Rs. 30,000/-
Duration	2 years
Eligibility	Any Graduate with 50% marks in Graduation

# MBA in Operations Management

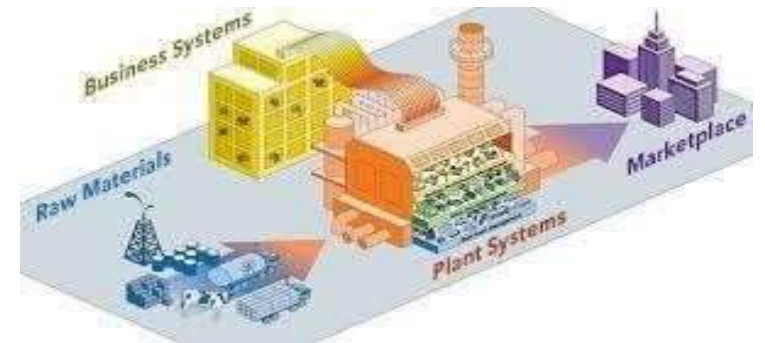
## Introduction:

- Operations Management is the heart of any company. It involves the essential steps of producing goods, quality control, quality management, managing the supply chain, facilities management, product formulation and design, ordering of goods, warehousing of goods, contacting vendors, purchasing of external products etc. There are millions of good jobs available in operations management and these positions offer substantial upward promotion potential.



## • Course Objective:

- To emphasize on the fundamentals of product creation, development, production and distribution, as well as quality control, logistics and analysis of the production process.
- To teach practical, real-world skills that can be applied in a variety of influential careers in operations across a wide range of vertical markets.
- To enhance knowledge and skills of students needed to manage value-adding production of goods and services in order to optimize organization's performance
- Understand business strategies for quality management and continuous improvement of operations.



# MBA in Operations Management – Program Structure

Sem I	Sem II	Sem III	Sem IV
Principles of Management	Management Accounting	Research Methodology	Business Ethics
Organization Behavior	Optimization Techniques for Managers	Strategic Management	Professional Skill Development
Statistical Methods for Managers	Marketing Management	International Business Management	PROJECT WORK (8 WEEKS)
Managerial Economics	Human Resource Management	Production and Operations Management	
Basic Accounting for Managers	Computer Application for Business	Entrepreneurship Development	
Business Legislations	Advanced Materials Management	Purchasing & Inventory Management	
E-Commerce	Advanced Operations Research	Lean & Six Sigma Management	
Business Communication	Production Planning & Control	Total Quality Management	
		Summer Project Viva Voce	

# MBA in Operations Management– Potential Careers/Key Recruiters

MBA in Operation & Production Management prepares students in this can work effectively across the manufacturing & service industry.

## Career Opportunities

- General Operations Manager
- Operations Management Engineer
- COO (Chief Operating Officer)
- Product Development Director
- Production Supervisor
- Manufacturing Director
- Plant Manager
- Service Operation Manager

## Key Recruiters from the Industry:



Fee Structure	
Semester Wise	Rs. 30,000/- Rs. 30,000/- Rs. 30,000/- Rs. 30,000/-
Duration	2 years
Eligibility	Any Graduate with 50% marks in Graduation



# MBA in Human Resource Management

## Introduction:

- The purpose of MBA in Human Resource Management is to provide a learning curve to the students that can be readily transferred into daily practices, especially in the field of human resources. It focuses on basic functions such as HR planning, selection, performance management, recruitment management, compensation management and performance appraisals. It also sheds light on labour relations, interpersonal skill development, organizational behaviour and development of organizational policies. This program aims to develop HR professionals capable of handling vital HR role in public and private HR firms such as HR specialist, employment relations, and more.



## • Course Objective:

- Students will demonstrate abilities like:
- Analysis of key processes that influence the control and organisation management
- Develop overall team building and leadership qualities to achieve desired organisation objectives
- Implement the concepts of business ethics, integrity and business ethics
- Successfully implement the theories and methods associated with employee morale and motivation

# MBA in Human Resource Management – Program

Sem I	Sem II	Sem III	Sem IV
Principles of Management	Management Accounting	Research Methodology	Business Ethics
Organization Behavior	Optimization Techniques for Managers	Strategic Management	Professional Skill Development
Statistical Methods for Managers	Marketing Management	International Business Management	PROJECT WORK (8 WEEKS)
Managerial Economics	Human Resource Management	Production and Operations Management	
Basic Accounting for Managers	Computer Application for Business	Entrepreneurship Development	
Business Legislations	Talent Management	Training & Development	
E-Commerce	Strategic Human Resource Management	International Human Resource Management	
Business Communication	Industrial Relations & Labor Welfare	Corporate Governance	
		Summer Project Viva Voce	

# MBA in Human Resource Management– Potential Careers/Key

## Recruitment

MBA in Human Resource Management prepares students in this can work effectively across all companies in manufacturing and service sector.

### Career Opportunities

- HR Officer
- Recruiter
- Senior HR Officer
- Administrative Head
- HR Consultant
- HR Generalist
- Training & Development Officer

### Key Recruiters from the Industry:



### Fee Structure

Semester Wise	Rs. 30,000/- Rs. 30,000/- Rs. 30,000/- Rs. 30,000/-
Duration	2 years
Eligibility	Any Graduate with 50% marks in Graduation



# MBA in Information Systems – Program

Sem I	Sem II	Sem III	Sem IV
Principles of Management	Management Accounting	Research Methodology	Business Ethics
Organization Behavior	Optimization Techniques for Managers	Strategic Management	Professional Skill Development
Statistical Methods for Managers	Marketing Management	International Business Management	PROJECT WORK (8 WEEKS)
Managerial Economics	Human Resource Management	Production and Operations Management	
Basic Accounting for Managers	Computer Application for Business	Entrepreneurship Development	
Business Legislations	Big Data Technology	Systems Analysis & Design	
E-Commerce	Database Management System	E-Business	
Business Communication	Enterprise Resource Planning	Software Quality & Project Management	
		Summer Project Viva Voce	

# MBA in Information Systems – Potential Careers/Key

MBA in Information Systems prepares students in this can work effectively across all companies in manufacturing and service sector.

## Career Opportunities

- Chief Technology Officer
- Information Systems Manager
- G.M- Information Technology
- Computer Information Specialist
- Management Information Systems Director

## Key Recruiters from the Industry:



Fee Structure	
Semester Wise	Rs. 30,000/- Rs. 30,000/- Rs. 30,000/- Rs. 30,000/-
Duration	2 years
Eligibility	Any Graduate with 50% marks in Graduation

# Bachelor of Business Administration

(BBA)

## Introduction:

- A Bachelor in Business Administration programme equips the student with the standard requirements of business. This programme imparts fundamentals Marketing, Planning, Monitoring, Operations, Finance, business process. A BBA degree is the gateway for a student in the corporate world.



## • Course Objective:

- BBA can prepare the student to manage business organization and acquire skills of a manager enabling the student to handle his/her duty.
- Knowledge of general management is imparted related to various departments of any organization like Marketing, Finance, HRM and Operations.
- To enable the student, acquire the current industry-based requirements through the curriculum designed for this program.



# BBA – Program Structure

Sem I	Sem II	Sem III
Part I : Tamil Paper I / Hindi Paper 1	Part I : Tamil Paper II / Hindi Paper II	Entrepreneurship development
Part II - English: Paper I	Part II - English : Paper II	Environmental Studies
Principles of Management	Business Communication	Business Law
Financial accounting	Business Statistics	Marketing Management
Allied Course I : Business Economics-I	Allied Course I : Business Economics-II	Soft skills -I
		Allied Course II : Management Accounting - I



# BBA – Program Structure

Sem IV	Sem V	Sem VI
Company Law	E-Commerce	Organization Behavior
Production Management	Strategic Management	Human Resources Management
Business Taxation	Financial Management	Financial Services
Auditing	Research Methodology	Business environment
Allied Course II : Management Accounting - II	Computer Application for Business [Theory]	Total Quality Management
Soft skills - II	Computer Application for Business [Practical]	Project

# BBA– Potential Careers/Key Recruiters

A BBA student can work effectively across all companies in manufacturing and service sector.

## Career Opportunities

- Production Executive/Managers
- Human Resource Executive/Managers
- Research and Development Executives/Managers
- Business Management Researcher
- Business Consultants
- Marketing Executive/Managers
- Finance Executive

## Key Recruiters from the Industry:

- All Manufacturing & Services Sector Companies



Fee Structure	
Semester Wise	Rs. 25,000/- Rs. 25,000/- Rs. 25,000/- Rs. 25,000/- Rs. 25,000/- Rs. 25,000/-
Duration	3 years
Eligibility	12th Std. Any Stream

**Commer  
ce**

# B.Com Program

Semester 1	Semester 2	Semester 3
Language-I : Tamil I / Hindi 1	Language-I : Tamil II / Hindi II	Corporate Accounting I
English -I	English -II	Business Law
Financial Accounting - I	Financial Accounting -II	Marketing
Principles of Management	Corporate Communication	Banking Theory Law & Practice
Business Statistics	Business Economics	Environmental studies
		Soft Skill
Semester 4	Semester 5	Semester 6
Corporate Accounting II	Cost Accounting I	Cost Accounting II
Company Law	Human Resources Management	Management Accounting
Business Environment	Income Tax law and Practice-I	Financial Services
Practical Auditing	Financial Management	Income Tax Law & Practice II
Business Taxation	Computer application in Business Theory	Entrepreneurial Development
Soft Skill	Computer application in Business Practical	Project And Viva Voce

# M.Com Program

Semester 1	Semester 2
Advanced Corporate Accounting	Advanced Cost and Management
Advanced Management Theory	Accounting for Specialized Institution
E - Commerce	Organizational Behavior
Advanced Business Statistics	Business Regulatory Framework
Managerial Economics	Fundamentals of Information Technology
Skill Based - I Management Information System	
Semester 3	Semester 4
Financial Management	Direct Tax
Indirect Taxation	Security Analysis And Portfolio Management
Corporate Governance And Business Ethics	Project
Entrepreneurship & Small Scale Business Management	
Research Methodology	
Skill Based-III Disaster Management	

# Programs and Eligibility

## Under-Graduate

**BCom**  
**BBA**

## Masters Degree

### **MBA(6 specializations)**

Human Resource Management, Finance Management, Marketing Management, Operation & Production Management, Healthcare Management and Information Technology Management.

**M.com**

Program	Duration	Validity	Eligibility	Remark	Total Fees
B.com	3 Years	6 Years	12th passed from recognized University	Semester Pattern	Rs.150,000
MCom	2 Years	4 Years	B.Com/B.Com(CA)/B.Com (E-Com), B.B.M/B.B.M (CA)/B.B.A, Any Degree with one paper of Accountancy	Semester Pattern	Rs.1,00,000
BBA	3 Years	6 Years	12th Std Pass from Recognized Board	Semester Pattern	Rs.150,000
MBA	2 Year	4 Years	Pass in any degree from Recognized University	Semester Pattern	Rs.1,20,000

# Fee Structure

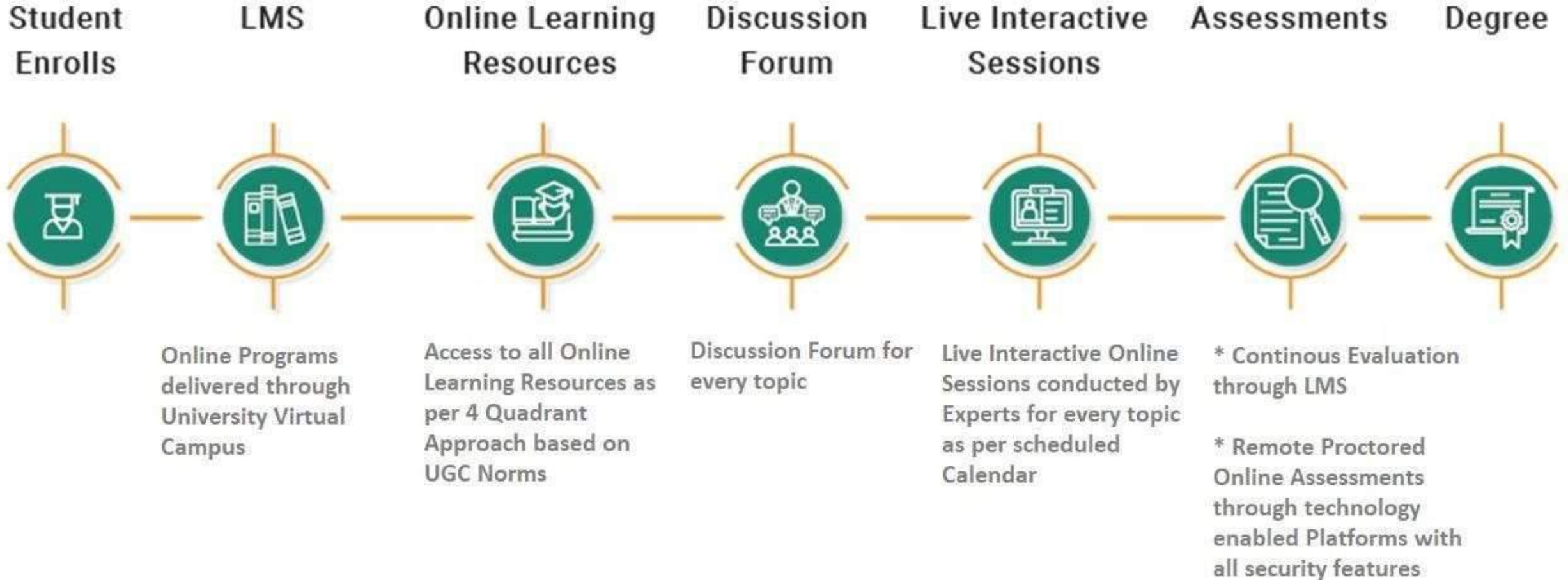
Program	Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	Total
<b>B.Com</b>	Rs.25,000/-	Rs. 25,000/-	Rs. 25,000/-	Rs. 25,000/-	Rs. 25,000/-	Rs. 25,000/-	Rs. 1,50,000/-
Program	Sem 1	Sem 2	Sem 3	Sem 4	Sem 5	Sem 6	Total
<b>BBA</b>	Rs.25,000/-	Rs. 25,000/-	Rs. 25,000/-	Rs. 25,000/-	Rs. 25,000/-	Rs. 25,000/-	Rs. 1,50,000/-

Program	Sem 1	Sem 2	Sem 3	Sem 4	Total
<b>M.Com</b>	Rs.25,000/-	Rs. 25,000/-	Rs. 25,000/-	Rs. 25,000/-	Rs. 100,000/-

Program	Sem 1	Sem 2	Sem 3	Sem 4	Total
<b>MBA</b>	Rs.30,000/-	Rs. 30,000/-	Rs. 30,000/-	Rs. 30,000/-	Rs. 1,20,000/-

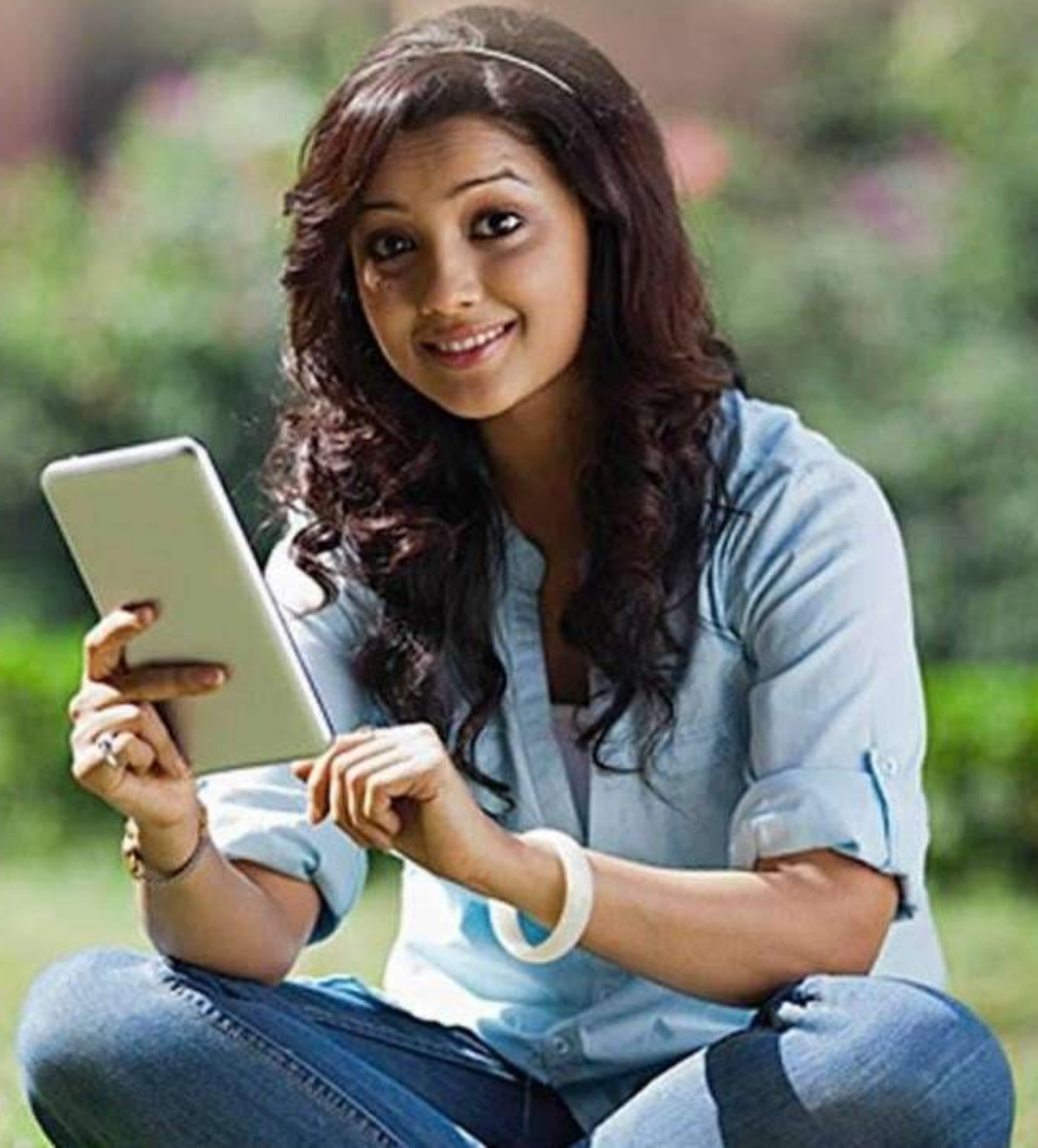
\*Separate Exa<sup>1</sup>/<sub>2</sub> fees payable at t<sup>1</sup>/<sub>2</sub>e or exa<sup>1</sup>/<sub>2</sub>s

# Program Overview





# Learning Methodology



# Learning Resources & Advantages

The Learning Resources of the said Programs for every subject is designed on the basis of the course objectives considering the conventional learners and the working professionals who are keen to acquire knowledge in the learning process.

With an objective to make the learning content more palatable for the target audience group, the following learning resources have been created for online programs:

<b>E-book</b> <i>PDF Content of Self Learning Material - Chapter Level</i>	<b>Study Guide</b> <i>Bullet Notes Of Every Chapter Explained In Simpler Way - Chapter Level</i>	<b>Practice Test</b> <i>Question Bank) - Chapter Level</i>	<b>Lab environment</b> <i>For Related Subjects, Where Necessary</i>	<b>Discussion Forum</b> <i>On Every Course Outcome</i>
<b>Web Resources</b> <i>- Articles / Ref. Videos - Subject Level</i>	<b>Tutorial Recorded Videos</b> <i>- Chapter Level</i>	<b>Live Interactive Sessions</b> <i>(Webinar)</i>	<b>Animated / Gamified Module</b> <i>- Subject Level</i>	<b>Case Study</b> <b>Subject Level</b>

# Login through University Website

The screenshot shows a web browser window with the address bar displaying "beta.drmgronline.in/programme-detail/mba". The website header includes a logo and a navigation menu with the following items: Home, About us, Programme (with a dropdown arrow), Student Corner (with a dropdown arrow), Recognition, Admission (with a dropdown arrow), and Contact us. A dropdown menu is open under "Programme", listing the following options: LMS (circled in blue), Examination Guidelines, Online Conduction, Live Session, Discussion Form, and Program Fees. On the right side of the page, there is a dark blue "Apply Now" button above a form with the following fields: "Your Name", "Your Mobile", "Email", and "Select Course". Below the form, there is a checkbox with the text: "\*Enter Above Text Here By clicking on submit I allow DRMGR to send program details on Email/ SMS/ Phone". The background of the page features a large image of a smiling woman in a dark blazer, with a group of graduates in the background. In the bottom right corner, there is a circular logo with the text "We Are Here!" and a red notification bubble with the number "1".

Not secure | beta.drmgronline.in/programme-detail/mba

Home About us Programme Student Corner Recognition Admission Contact us

LMS  
Examination Guidelines  
Online Conduction  
Live Session  
Discussion Form  
Program Fees

**Apply Now**

Your Name

Your Mobile

Email

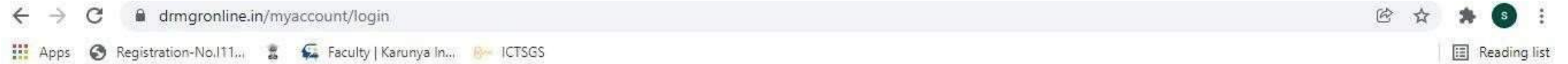
Select Course

\*Enter Above Text Here By clicking on submit I allow DRMGR to send program details on Email/ SMS/ Phone

<https://ecampus.drmgredu.com/users/login>

We Are Here!

# My Account Login



Welcome!

They know enough who know how to learn. - Henry Adams

Sign in with credentials

Sign in

# My Account Dashboard

Browser address bar: drmgronline.in/myaccount/home

Navigation menu (left): Dashboard, Student Profile, Support, Fees, Assignments, Lab, Project, Examination, Result, Courier

Header: Home, Demo MGR placeholder

### Course Information

STUDENT NAME	Demo MGR	UNIVERSITY	DRMGR
COURSE	MBA	SPECIALISATION	Finance Management
STUDENT ID	10000105	ADMISSION STATUS	RFA
ENROLLMENT NUMBER		DOCUMENT STATUS	All Clear

[Start Learning](#)

LMS login

### Course Progress

Semester 1	<div style="width: 0%;"></div>	<a href="#">YET TO ATTEMPT</a>
Semester 2	<div style="width: 0%;"></div>	<a href="#">YET TO ATTEMPT</a>
Semester 3	<div style="width: 0%;"></div>	<a href="#">YET TO ATTEMPT</a>
Semester 4	<div style="width: 0%;"></div>	<a href="#">YET TO ATTEMPT</a>

### Announcement and Notice board

...


### Support

Abhijeet

# LMS Dashboard

virtualcampus.drmgronline.in/Users/home

Apps Registration-No.111... Faculty | Karunya In... ICTSGS Reading list

 Demo\_MBA\_Finance

## Welcome To Dashboard Next

<a href="#">Student Name</a>	Demo_MBA_Finance	<a href="#">Program</a>	MBA - Finance Management
<a href="#">Email</a>	sam@gmail.com	<a href="#">Session</a>	July 2021
<a href="#">Mobile</a>	9689801196	<a href="#">My Mark Sheets</a>	View
<a href="#">Address</a>	2ch/3, Chatu Babu Lane	<a href="#">My Certification</a>	View
<a href="#">Specialization</a>	Graduate	<a href="#">Batch Mates</a>	413
<a href="#">Work Profile</a>	--		

### Course Progression

Semester-1	Completion %
Business Legislations	0
Business Communication	22
Statistical Methods for Managers	0
Organizational Behaviour	0
E-Commerce	0

Dashboard

Courseware

E-Library

My Attendance

My Live Class / Discussion

Gradebook

Certificate & Marksheet

# Course Layout

The screenshot shows a web browser interface for a virtual campus. The address bar displays `virtualcampus.drmgronline.in/Users/Dashboard`. The browser's tab bar includes 'Apps', 'Registration-No.111...', 'Faculty | Karunya In...', and 'ICTSGS'. A 'Reading list' icon is visible in the top right corner. The dashboard header features the institution's logo on the left, a hamburger menu icon, and a user profile for 'Demo\_MBA\_Finance' on the right.

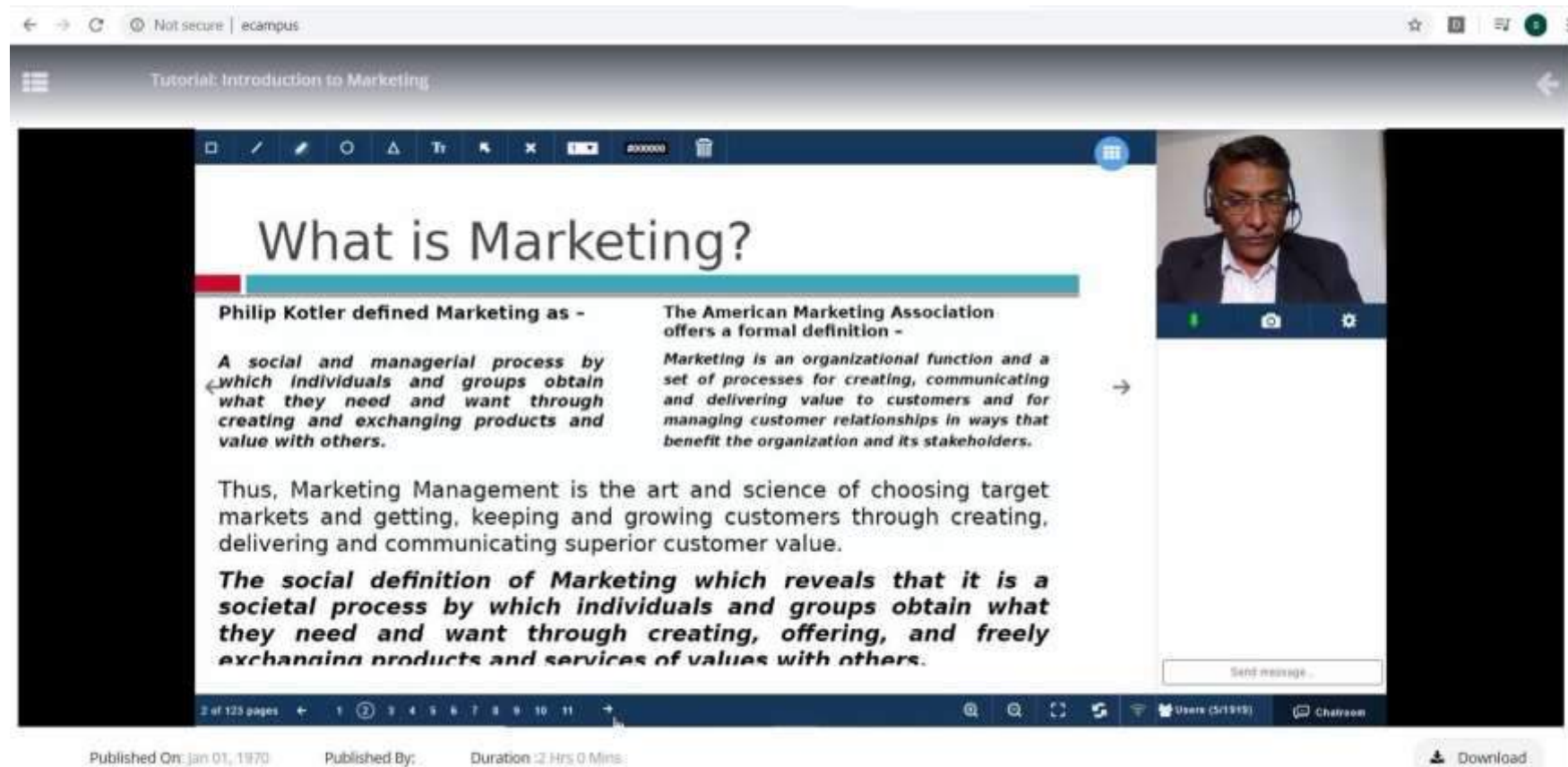
The main content area is divided into two sections. The top section, with a yellow background, is for the 'MBA - Finance Management' course at 'Dr. MGR Educational and Research Institute - Online', starting in 'July 2021'. It includes a 'COURSEWARE' description: 'In the MBA Programs, students are equipped with designing, development, and operational knowledge to transform theoretical knowledge into business application to ensure sustainable organizational growth. It is an MBA program which positions you for a care'. To the right, it shows '413 Batch Mates' and a 'Mark Attendance' button with a green checkmark.

The bottom section, with a light gray background, is for 'Semester-1' and displays five course cards with progress bars:

Course Name	Progress
Business Communication	22%
Basic Accounting for Managers	11%
Business Legislations	0%
E-Commerce	0%
Managerial Economics	11%

# Online Learning Resources

- **Tutorials:** These are recorded videos for every chapter. The subject matter experts have created the lesson plan based on the curriculum and they have recorded the video for every course outcome within the subject. This will help the learners to refer the session during their learning journey.



The screenshot displays a web browser window with the address bar showing "Not secure | ecampus". The page title is "Tutorial: Introduction to Marketing". The main content area features a slide titled "What is Marketing?". The slide includes two definitions: Philip Kotler's definition of marketing as a social and managerial process, and the American Marketing Association's definition of marketing as an organizational function. Below these definitions, a paragraph explains that marketing management is the art and science of choosing target markets and getting, keeping, and growing customers. The slide also includes a social definition of marketing. A video feed of an instructor is visible in the top right corner of the slide. The bottom of the slide shows a navigation bar with "2 of 125 pages" and a "Download" button. The footer of the page includes "Published On: Jan 01, 1970", "Published By:", and "Duration :2 Hrs 0 Mins:".

← → ↻ Not secure | ecampus

Tutorial: Introduction to Marketing

## What is Marketing?

**Philip Kotler defined Marketing as -**

*A social and managerial process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others.*

**The American Marketing Association offers a formal definition -**

*Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders.*

Thus, Marketing Management is the art and science of choosing target markets and getting, keeping and growing customers through creating, delivering and communicating superior customer value.

***The social definition of Marketing which reveals that it is a societal process by which individuals and groups obtain what they need and want through creating, offering, and freely exchanging products and services of values with others.***

2 of 125 pages

Published On: Jan 01, 1970    Published By:    Duration :2 Hrs 0 Mins:    Download



# Online Learning Resources

- **Gamified Practice Test:** The Gamified module consist of templates like football, cricket, basketball which has been integrated with 5 questions from every chapter. This helps the students to gauge their understanding about the topic.



- **Animated Case Studies:** As part of simulations the animated case studies at subject level are available for students to learn in given situation. After understanding the case the students would be able to give a solution which are through set of questions during the case study module. This helps the learners to perform in dynamic business environment.



# Online Learning Resources

## E-Book – Digital Text Book:

- Every Chapter would have an Ebook – A Digital Text Book
- The student should go through every chapter of the e-book provided and can make notes which will enable the student to understand important aspects of every topic during the learning process.

Ebook Management Thoughts

Last Viewed 10:00 AM

Navigation icons: Home, Back, Forward, Search, Refresh, Close

**Evolution of Management**

**Note**

Classical Management includes Scientific Management School, Administration Management School, and Bureaucracy Management. Neo-classical Management includes Human relation school and Behavioural Management School. Modern Management includes Social system school, Decision theory school, Quantitative Management School, System Management School, and Contingency Management.

**EVOLUTION OF MANAGEMENT**

Fig 1

**Evolution of management thought**

Pre-Historical	Classical	Neo-classical	Modern
Period: Village	Scientific Management School	Human relation school	Social system school
Period: Military	Administration Management School	Behavioural Management School	Decision theory school
Period: Church	Bureaucracy Management		Quantitative Management School
Period: Revolution			System Management School
Period: Consideration			Contingency Management
Period: Development			
Period: Administration			
Period: as a science			
Period: Authority			
Period: Responsibility			
Period: Division of Work			
Period: Forecasting			
Period: Controlling			
Period: Problem solving			
Period: P.E.R.T			
Period: C.P.M			

Fig 2

**1. Pre-Historical Period-**

Management is as old as man. Awareness of needs & satisfaction of needs is the part & parcel of management. In the ancient times in the villages, head of the village plans

# Online Learning Resources

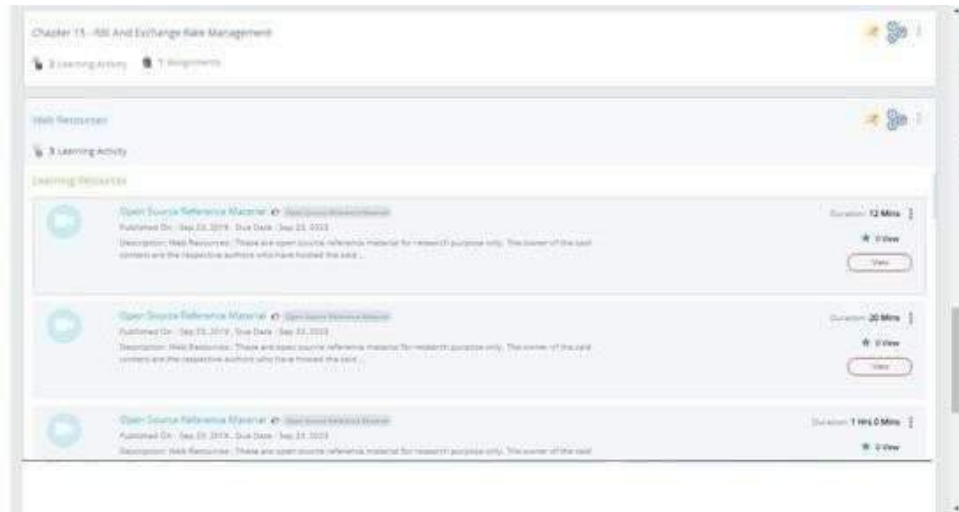
- **Gbook : Quick Learning Book** : This is a quick learning book with bullet notes in power point presentation format. This helps the student to understand the key aspects of the topic.



# Online Learning Resources

## Open Learning Resources – Web Resources for Research Purpose and Reference Learning

The university has provided chapter wise open source reference learning links which include videos, articles for research purpose.



- Access to university based research publications are also provided to the students.

# Online Learning Resources

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- **Discussion Forums:**
- Every subject would have **12 Open and 1 Graded discussion forum** which would be part of the continuous evaluation process
- The schedule for discussion forums is available in the LMS for students
- The timelines for every discussion forum for every subject would be published which the student have to participate and give their responses on given topic during the open window provided for the same
- Each Subject Graded Discussion Forums would have 5% weightage in continuous evaluation.
- The said discussion forum would be conducted through a faculty and after validation / moderation control each response would be published in the student platform enabling other students to view.

# Online Learning Resources

## Synchronous Online Live Interactive Sessions (Synchronous Sessions)

- For every subject based on the course outcome, there would be one live interactive online sessions per chapter conducted through the learning management system.
- The faculty from the university would conduct the said live session and the students would join through the LMS.
- The students should refer the calendar for scheduled live session in their respective LMS.
- Every Live Session per chapter would be of 1 hour

The screenshot displays a video conference interface. The main window shows a presentation slide titled "Solution: Discount" with the following content:

**Solution: Discount**

- (a) Loss of Revenue
- $60\% \text{ of Rs. } 50,00,000 \times 3\% = \text{Rs. } 90,000$
- (b) Receivables before discount
- $50,00,000 \times 30 / 360 = \text{Rs. } 4,16,666$
- (c) Receivables after discount
- $50,00,000 \times 18 / 360 = \text{Rs. } 2,50,000$
- (d) Investment in receivables released
- i.e.  $d = b - c = \text{Rs. } 1,66,666$
- (e) Return on investment released
- $15\% \text{ on Rs. } 1,66,666 = \text{Rs. } 25,000$
- As the return on investment released is likely to be less than loss of revenue, the proposal of cash discount should not be accepted

The interface also shows a sidebar with "Events Index" (Search, Filter Events, Slide Changes, Chat Messages, Sharing [0:00:00], Discussion [0:21:21], Collaboration [0:21:35]), a video feed of a faculty member, an "Attendees" list (Hosts: Faculty ID; Participants: Ajay Pratap Singh Kathore, Anubhav Mehta 2, Bibin Philip, Dilip Kumar pandey, Mritunjay Sarkar, Ravish Kumar Singh), and a chat window with messages like "month-25000", "paimela 2: an? 410000", "umila shama: ok", "Shiksha keshri: 410000/6-08333.33", and "Shiksha keshri: yes". The bottom status bar shows a timer at 0:00:56/0:31:04.

# Online Learning Resources

## Frequently Asked Questions (FAQ)

- Every Module / Chapter has a Pre – Learning FAQ enabling the student to have an understanding about the topic in easy language.

## Misconceptions

- This helps the learners to refer the common misconceptions and thereby helps the learners to understand the same during the learning process.

### Chapter 1

Topic-based (FAQ)	
Question	1. What is Gross Domestic Product?
Answer	Gross Domestic Product (GDP) is the monetary value of all finished goods and services made within a country during a specific period. GDP provides an economic snapshot of a country, used to estimate the size of an economy and growth rate.
Question	2. What is Net national Product?
Answer	Net national product (NNP) refers to gross national product (GNP), i.e. the total market value of all final goods and services produced by the factors of production of a country or other polity during a given time period, minus depreciation.
Question	3. What are the features of Indian Economy?
Answer	Indian economy is termed as the developing economy of the world. Some features like low per capita income, higher population below poverty line, poor infrastructure, agriculture based economy and lower rate of capital formation, tagged it as a developing economy in the world.
Question	4. What are the various indicators of Economy of the country?
	Economic indicators include various indices, earnings reports, and economic summaries: for example, the unemployment rate, quits rate (quit rate in American

Topic-based Mis-conceptions	
Misconception	1. High economic growth may not necessarily result in increased economic development.
Explanation	In reality economic growth is indication of economic development. Because it helps to penetrate lower income group too which lead to increase the sale as economic development is usually consider not only the increase in output. It means the cost of product decrease. It refers to increase sales which help economic growth.
Misconception	Full employment may not be the reason for rising real incomes.
Explanation	Generally Full employment is possible when condition of industries are good. They are in the position to higher more and more worker because of demand in the market. So, it clearly explain that Full employment reason for real income of nation.
Misconception	2. Labour income has been falling as a share of national income increases.
Explanation	This is opposite of reality. It is well proved data that when nation income increases Labour income also increase. As we know that National income grow means, country receives good output. It means the profit increases. So definitely, company other source of production increase the salary or wage rate.
Misconception	3. The Indian economy went from hunting and gathering through agriculture and on to manufacturing, and finally to the Information Economy.

# Online Learning Resources

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## Topic Based Assignments:

- Every Module / Chapter has a Pre – Learning FAQ enabling the student to have an understanding about the topic in easy language.

Topic-based Assignments	
Sr. No.	Questions
1	What is gender gap in Business communication?
2	What is knowledge gap in Business communication?
3	What is role of supervisory level in Business communication?
4	What is role of upper managers in Business communication?
5	What is cultural gap in Business communication?



Assessment

A magnifying glass with a black handle and a silver rim is positioned over the word "Assessment". The lens of the magnifying glass is centered over the letters "me", making them appear significantly larger and more detailed than the rest of the word. The word "Assessment" is written in a classic, orange-colored serif font with thin horizontal lines extending from the bottom of each letter. The background is a plain, light gray.

# Academic Calendar

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<b>Adm. Batch</b>	<b>Learning Period</b>	<b>Exam Form</b>	<b>Assignment Submission Last dates</b>	<b>Exam</b>	<b>Results</b>
<b>Jan Batch</b>	Jan, Feb, March, April,	1- 15 May	30th June	1-15th July	15th August
<b>July Batch</b>	Aug, Sept, Oct, Nov,	1-15 Dec	31st Jan	1-15th Feb	15th March

\*Mentioned above are only tentative dates and in case of any updates the same would be communicated to the students. Note :This is based on UGC guidelines, we will keep the team posted.

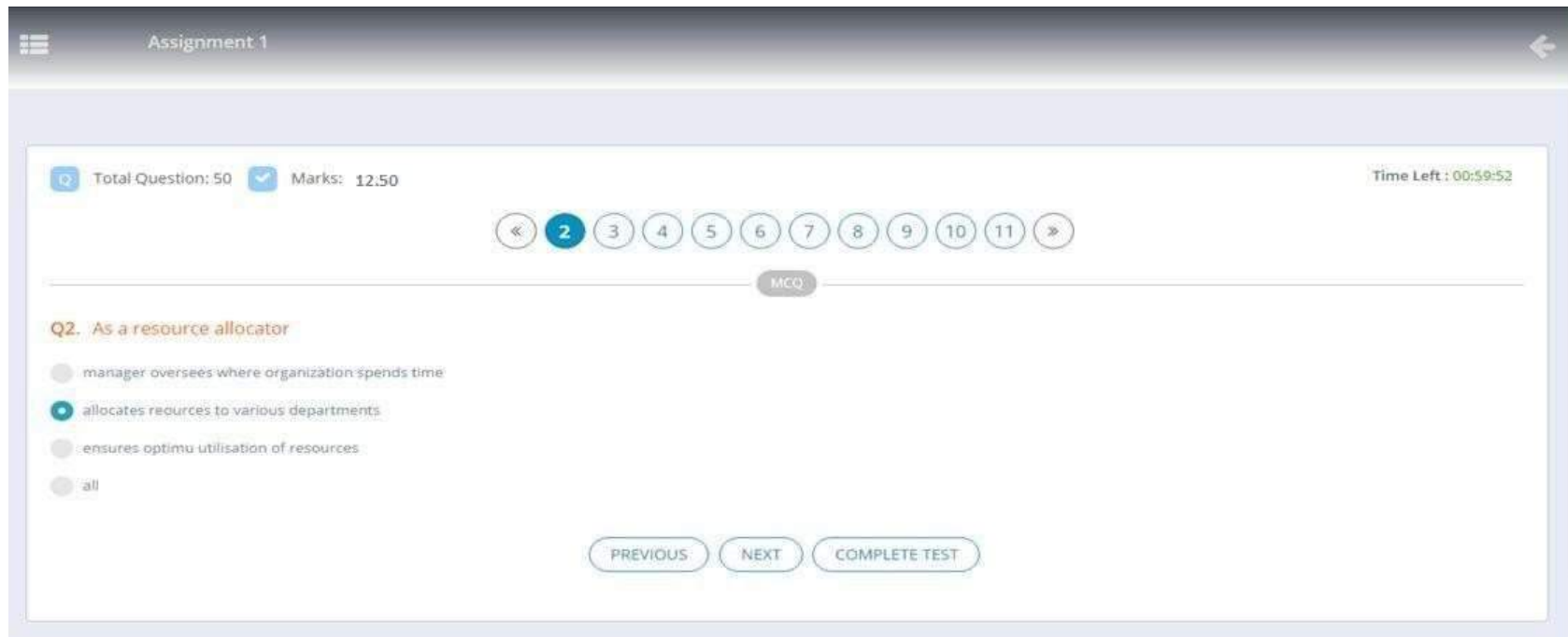
# Assessment Scheme

## Weightage for Internal and External Assessments

Particular	Continuous Evaluation(30%)			Semester End Exams(70%)
<b>Type</b>	A1 (Objective Type)	A2 (Subjective Type)	Discussion Forum	Examinations
<b>Weightage %</b>	<b>10%</b>	<b>15%</b>	<b>5%</b>	<b>70%</b>
<b>Marks</b>	100	100	100	70
<b>Continuous Evaluation : 12 Marks out of Total 30 is Passing</b>				
Average of 40% Passing (12 out of 30) considered at Subject Level				

# Assignment 1 – Objective Type Assessment

- The Assignment 1 would be conducted through the Learning Management System (LMS)
- The student would get 50 random questions of 2 marks each (100 marks).
- The said assignments are based on the course outcome for every subject. After clicking the timer is set at 1 hour and student need to attempt all 50 questions.
- Passing criteria is 40% in Assignment 1.
- The system evaluates the objective assignments and displays the scores to the students.
- In case the student is not able to achieve the 40% criteria the student has to re-attempt the said assignment.



# Assignment 2 – Subjective Type

## Assessment

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- The subjective assignments are based on the course outcome for every subject.
- There would be 5 questions of 20 marks each. (Long Answers).
- The questions would be based on the course outcome and a rubric would be displayed for the student for the same.
- The students would need to download the questionnaire from LMS and upload the response sheet on LMS.
- The response sheet would have a plagiarism check with 10% similarity limit set for evaluation purpose. Response sheet found with plagiarized content above 10%, the student would need to re-submit the same by uploading the same in LMS.

# Assignment 2 – Subjective Type

## PLAGIARISM REPORT

## ASSESSMENT

The screenshot displays a plagiarism report interface. The browser address bar shows the URL: [corpapi.unicheck.com/similarity/report/7a1b87dbc6c39e4658dbe08544f51986?lang=en\\_EN&show\\_lang\\_picker=1&view=vgo5Lkkb3a0Ew8f6z1BIQjwKZgfBmQki](https://corpapi.unicheck.com/similarity/report/7a1b87dbc6c39e4658dbe08544f51986?lang=en_EN&show_lang_picker=1&view=vgo5Lkkb3a0Ew8f6z1BIQjwKZgfBmQki). The document title is "Plag\_Test.docx" and it was checked on 10/2/2020 at 4:47:10 PM GMT+5:30. The interface includes tabs for "MATCHES", "QUOTES", and "EXCLUSIONS". The "MATCHES" section shows a 0% match rate. The "EXCLUSIONS" section shows 0% for both quotes and exclusions. The "All Sources" tab is selected, and the results area displays "No Sources Found". The document text includes:

**Marketing managers aim to maximise profits through the development of sales strategies that match customer requirements.**

Almost every organisation including companies, manufacturers, retailers, industries, local authorities and charities requires marketing personnel. Marketing executives work closely with other employees such as advertising, market research, production, sales and distribution staff. They are responsible for:

The Program serves as a catalyst of progressive knowledge through continuous management education thereby elevating the entrepreneurial, managerial and leadership qualities

The Windows taskbar at the bottom shows the search bar with "Type here to search", the taskbar with various application icons, and the system tray with the date and time: 02:43:PM 03-10-2020.

# Assignment 2 – Subjective Type Assessment

## Evaluation

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- The Assignments for every subject are assigned to various evaluators through LMS.
- Plagiarism Check through LMS enables the students to check and upload the response sheet.
- Any response sheet above 10% Plagiarism found would not be evaluated by the evaluators
- The evaluators download every response sheet available below student name, evaluates and assigns marks to every assignment through the system. The same is displayed at student ends.

### Evaluation of Subjective Assignment:

- Assignment 2 – Subject Evaluation by the Faculty:
- The faculty would evaluate the assignments and assign scores to the said assignment for clear cases that is 10% or less than 10% of similarity limit of response content shared by the student.

# Assignment 3: Graded Discussion Forum

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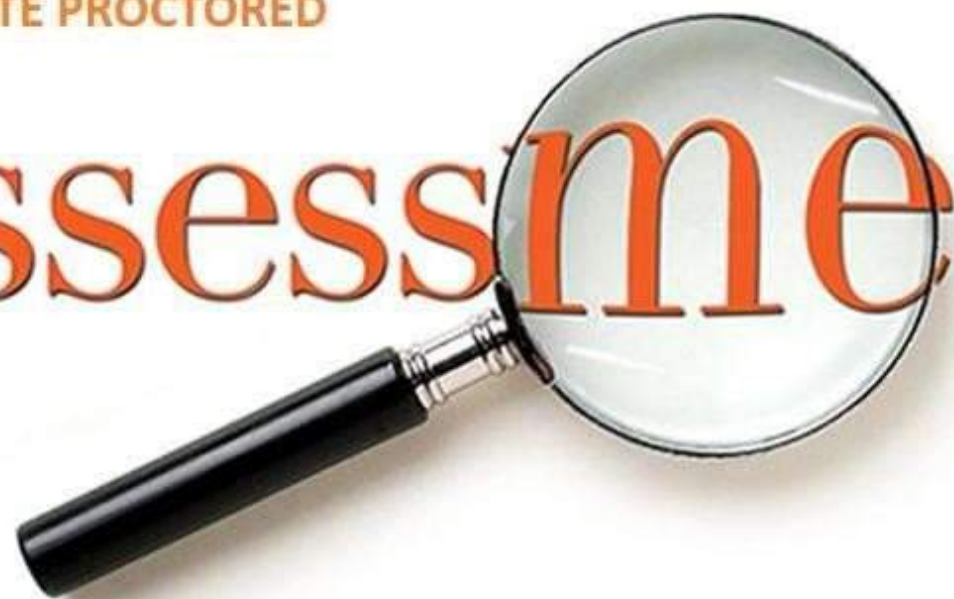
## Discussion Forums:

- The student should attend the discussion forum scheduled for every subject.
- There would be **one discussion forum** per subject scheduled for every subject which would be part of continuous evaluation.
- Every graded discussion forum for a subject would be of 100 marks, as scheduled on website calendar.
- The said discussion forum would be scheduled within the learning period available for the students
- Passing criteria is 40%



ONLINE REMOTE PROCTORED

Assessment



# Semester End Examination

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- The semester end examinations have 70% weightage.
- Based on the academic calendar of the university, the exam form would be opened through the website.
- The university controller of exams declares the exam date sheet (Timetable) for every subject based on various programs offered by the university.
- The students must submit the exam form during this period for the forthcoming exam cycle. Refer Academic Calendar.
- Students should successfully submit all their assignments before the semester end exams.
- Also, 75% attendance in Discussion Forum and Live Interactive Sessions is mandatory to be eligible to answer examinations.

# Semester Examinations Conduction

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- University will conduct online proctored examinations.
- The exams would be mix of questions (Objective Type – 49 Questions with 1 mark each – Total 49 marks) and 3 subjective questions (7 marks each – Total 21 marks) Total 70 Marks.
- The duration for exams would be around 1 hour 30 minutes
- The student would provide his ID card and hall ticket before the exam starts for verification to the invigilator.
- The student would be provided with user id and password at the exam center for every exam, by the invigilator, who is present at the exam center.
- The student logs in on the computer provided at the exam center and start attempting the questions and enters the response in the system for every question.
- Results are declared within 30 days from last date of exam. Mark sheets would be generated with 15 days from date of declaration of result. Refer Academic Calendar for details.

# SEMESTER END EXAMS ONLINE FORM

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- The semester end examinations have 70% weightage.
- Based on the academic calendar of the university, the exam form would be opened through the website.
- The university controller of exams declares the exam date sheet (Timetable) for every subject based on various programs offered by the university.
- The student gets an option to select and book the exam slots (4 slots per day) for respective exams based on every subject.
- The students must submit the exam form during this period for the forthcoming exam cycle.

# Project Work

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- For the programs which have project work at the end of the course, the students need to submit a project report in a hard bound copy.
- The Project Guide would be the immediate supervisor where the student is working and undertaken the said project.
- Project work would be around 80 to 100 pages as per the format provided by the university.
- The students should refer the project guidelines as provided by the university.
- The project should be done by the student and must be original and should not be plagiarized.
- The hard copy of the said project needs to be submitted before the start of the final examination.
- Passing criteria for project work is 40% (Total Marks 100)

# Admission and Registration Process



# Documents Required

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## **Mandatory Documents for Admission: Color Scan Copy**

- Duly filled **Online Admission Form** (The name mentioned in Admission form should be exactly as per 10th Std Mark Sheet)      [Okinternationalpvtlt@gmail.com](mailto:Okinternationalpvtlt@gmail.com)
- **Consolidated Marksheet and Prov. Degree or Degree Certificate of Graduation** : (In case of PG Program)
- 10th Std. Mark sheet & Certificate
- 12th Std. Mark sheet
- Passport Size Photo-Soft Copy
- Govt. Photo ID Proof ( Aadhaar Card / PAN card / Voter's ID / Passport)
- In Case of Name Change, need Name Change document : Govt. Gazette Notification
- Fees as per fees plan. Cheque/DD/Online Payment Receipt
- In case of Foreign Students : AIU equivalence for 10+2 level (for Graduation Program) / Graduation Degree (for PG Program)
- In case of Foreign Students : Passport Copy / Government issued ID card.

