



KARNATAKA
STATE OPEN UNIVERSITY

PROSPECTUS

Master of Business Administration
with Specialization

in collaboration with
Karnataka State Open University

2013-2014

UNIVERSITY18

Bring the University home!

Our Mission



The UBS Open Education System is open to people, places, methods and ideas.

It promotes educational opportunity and social justice by providing high-quality education to all who wish to realize their ambitions and fulfill their potential.

Through academic research, pedagogic innovation and collaborative partnership it seeks to be a world leader in the design, content and delivery of supported open and distance learning.



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Vice Chancellor's Message



Dear Fellow Learner,

I welcome you to the family of Learners in Karnataka State Open University (KSOU), which was established in the year 1996 for the promotion of Education among all sections of society. Without the constraints of space and time, KSOU has established its quality and has reached the remote parts of Karnataka and beyond. As inscribed in its motto "Higher Education to All Everywhere," the University has set itself an objective to reach the doorsteps of aspiring learners in every nook and corner of not only the state, but throughout the country and abroad. The programmes that are innovative and relevant to the society are offered with moderate cost and modern facilities. Karnataka State Open University has also programmes of IGNOU, to cater to the needs of learners in various fields. Accessibility, quality, flexibility and relevance are the major strengths of KSOU, whereas creation, management and dissemination of knowledge are its main goals. In order to achieve these goals, we have established 7 Regional Centers at Bangalore, Davanagere, Dharwad, Gulbarga, Mangalore, Shimoga and Delhi. 110 UG Study Centers, 10 B.Ed Study Centers, 08 Special B.Ed Study Centers, 08 M.Ed Study Centers and 403 Partner Institution Study Centers. You can get the information and admission in all the Regional Centers as well as in our main campus at Mysore. Contact Programmes are conducted regularly with the involvement of experienced staff and expertise in the concerned fields is tapped for the benefit of the learners, periodically. We are proud to announce that last year the enrolment was 1,00,000.

Entrepreneurship and IT have proven to be the backbone of our country's growth in the last decade, with the rise of such organizations as Infosys, Wipro, HCL. All driven by former managers and professionals turned entrepreneurs, these organizations put India on the world map when it comes to technology leadership. Not only did these entrepreneurs create wealth for the nation, they also provide employment to millions of young Indians like yourselves.

UBS's various MBA programs for Professionals, IT Professionals, and Entrepreneurs seek to help individuals of this nation grow in their careers, in their chosen fields, and nurture their Entrepreneurial and Managerial spirits.

I extend to you a hearty welcome to join the KSOU joint family and wish all the success in your learning endeavour.

With best wishes for your career,

Prof. K. S. Rangappa
Vice-Chancellor



About The Karnataka State Open University

The Karnataka State Open University was established on 1st June, 1996 vide Karnataka Government Notification No. ED 1 UOV 95 dated 12th February, 1996, Karnataka State Open University Act of 1992, keeping in view the educational needs of our country and the Karnataka State, in particular. It is the Eighth Open University in the country. The university is an erstwhile Institute of Correspondence Courses of Mysore University and enjoys a unique privilege of a long and rich experience in the field of distance education.

It is also member of the Association of the Indian Universities (AIU) as well as Commonwealth University Association. It is also a recognized member of University of Distance Education Council (DEC), Ministry of HRD, Government of India and is a permanent member of Asian Association of Open Universities (AAOU), Beijing, China since 1999. All Degrees of KSOU are recognized by the Distance Education Council, New Delhi.

Special Features

The Open Learning System is a unique and challenging mode of education offered at the University level. This system provides ample opportunities for those who desire to have University Education at their place of work or residence. This method is popularly known as Distance Education. It is perhaps the only way to meet the ever increasing demand for higher education especially in a developing country like India.

Distance Education programs are especially designed for:

- ▣ Candidates residing in geographically remote areas
- ▣ Candidates who cannot get admission to a regular college / Postgraduate Department
- ▣ Employed persons who cannot pursue their study as full-time candidates
- ▣ Individuals who wish to pursue learning for knowledge sake
- ▣ Candidates who wish to update knowledge and skills
- ▣ Candidates who discontinue their formal education owing to pecuniary or other circumstances

Objectives of Karnataka State Open University

- ▣ Democratising higher education by taking it to the doorsteps of the learners
- ▣ Providing access to high-quality education to all those who seek it, irrespective of age, region or formal qualifications
- ▣ Offering need-based academic programs by giving professional and vocational orientation to the courses
- ▣ Promoting and developing distance education
- ▣ Relaxed entry regulation
- ▣ Providing opportunity to study at one's own pace and convenience
- ▣ Flexibility in choosing the combination of courses from a wide range of disciplines
- ▣ To help candidates to select the study centres, preferably of their own choice
- ▣ Degrees awarded by KSOU are approved by the Distance Education Council, New Delhi



KSOU: National - International Recognition

- ▣ **Karnataka State Open University (KSOU)** was established on 1st June 1996 with the assent of H.E. Governor of Karnataka as a full-fledged University in the **academic year 1996 vide Government notification no ED 1 UOV 95 dated 12th February 1996 (KSOU Act of 1992)**. The Act was promulgated with the object to incorporate an Open University at the state level for the introduction and promotion of Open University and Distance Education systems in the education pattern of the state and for the co-ordination and determination of the standard of such systems.
- ▣ With the virtue of KSOU Act of 1992, Karnataka State Open University is empowered to establish, maintain or recognise Colleges, Regional Centres and Study Centres at such places in Karnataka, and may also open outside Karnataka at such places as it deems fit.
- ▣ The Karnataka State Open University is recognized and empowered by the **University Grants Commission (UGC)** , under Section 22(1) of the UGC Act, 1956.
- ▣ **Distance Education Council (DEC), New Delhi**, has accorded recognition to Karnataka State Open University, Mysore for offering Programmes / Courses approved by the Statutory bodies of the University. **Karnataka State Open University is a recognised University of Distance Education Council under the aegis of Ministry of Human Resource Development (MHRD) (Revised notification F. No. DEC/OU/Recog./2008).**
- ▣ Karnataka State Open University is a **regular member of the Association of Indian Universities (AIU)**, New Delhi since 1999 (No. EV/11(80)/99/203935-4172).
- ▣ Karnataka State Open University is a **permanent member of Association of Commonwealth Universities (ACU)**, London, **United Kingdom** since 1999. Its member code is: ZKASOPENUINI.
- ▣ Karnataka State Open University is a **permanent member of Asian Association of Open Universities (AAOU)**, Beijing, China since 1999.
- ▣ Karnataka State Open University has **association with Commonwealth of Learning (COL), Vancouver, Canada since 2003**. COL is an intergovernmental organisation created by Commonwealth Heads of Government to encourage the development and sharing of open learning/ distance education knowledge, resources and technologies.

Collaborative Arrangement

Karnataka State Open University has launched the following Program's – BBA, BCA, Executive MBA, MBA in Information Technology, MBA in Entrepreneurship & Small Business Management & Strategy, MBA with Specialization, MS (information Technology) – in collaboration with UBS (University18 Business School) with its registered office at Gurgaon, Haryana from July , 2009 for the benefit of all the aspirants.



What is University18

University18 is India's first mainstream online e-education initiative.

University18 is an e-education initiative by MSL Learning, and works with Indian Colleges and Universities, helping to enable them to deliver Academic and MDP Programs to a audience throughout the Nation and Abroad, using a state of the art virtual classroom platform which allows students to attend classes over the internet, interacting with both professors and fellow students live !



About UBS

The ability of a nation to use and create knowledge capital determines its capacity to empower and enable its citizens by increasing human capabilities.

In the next few decades, India will have the largest set of young people in the world. Following a knowledge-oriented paradigm of development would enable India to leverage this demographic advantage.

In the words of our Prime Minister, "The time has come to create a second wave of institution building and of excellence in the field of education, research and capability building so that we are better prepared for the 21st century."

University18 Business School was setup with the aim of creating such an institution of excellence, in the field of Open and Distance Learning Education.

Our Mission

The UBS Open Education System is open to people, places, methods and ideas.

It promotes educational opportunity and social justice by providing high-quality education to all who wish to realize their ambitions and fulfill their potential.

Through academic research, pedagogic innovation and collaborative partnership it seeks to be a world leader in the design, content and delivery of supported open and distance learning.



Philosophy & Instructional System in Distance Education

Each course at UBS requires the student to devote a substantial number of hours to self study, group work as well as projects. A student has access to an extensive amount of SLM's (Self Learning Material), as well as recorded Video Lectures and other e-learning content. Also, in addition to their self study, students attend classes conducted by the institute's faculty and delivered using the Synchronous Learning Platform. The teaching-learning methodology emphasizes peer-to-peer collaboration among students, projects and case discussions amongst students and faculty. Individual assignments and presentations are part of the methodology.

Study Material

All necessary courseware & study material is supplied by UBS. The student is also expected to refer to additional reference material and the Internet.

Learning Content Management System

The teaching-learning methodology is comprehensively supported by UBS's Learning Content Management System (LCMS).

This online web-based system includes the main course content in e-learning format, program-specific notices, online submission of assignments, Online Live & Interactive Web Sessions through Virtual Classrooms, reminder services, online testing and student records.

Assessments and Examinations

Typically, every program has formal examinations associated with it, whose scores are a part of the student's transcript. While Internal Evaluations are conducted Online through the LCMS, the End Term Exams are conducted online using our Online Web Proctored Examination System (OWPES). Performance in assignments, projects, presentations, test and participation are other instruments of evaluation.



Master of Business Administration

Introduction

The Program is specifically designed for practicing managers in large or small corporate entities, executives in public enterprises and others in mid-managerial cadres. Our MBA Program is a tightly scheduled and highly structured, student-centered program that aims at developing in the participants a thorough insight into both the conceptual basis as well as the practical skills involved in Management. The curriculum is based on feedback received from some of the best programs available and aims to enrich and sharpen the managerial skills of participants, to keep them abreast with the latest in the world of business and to help them appreciate and understand better the recent innovations in the discipline.

Eligibility

A graduate in any stream from a recognized University

Program Duration

The course is made up of four semesters which may be completed within a minimum duration of Two years and a maximum duration of Four years.

Evaluation and Examination

Internal Assessments

Each course in the program shall have an Internal Assessment score based on assignments submitted during the course (two per course), class participation, discussion, and internal tests.

The minimum percentage required in Internal Assessment is 40% per course. Any student securing less than 40% in a particular course will not be considered eligible to write the End Term Examination for that course and shall have to reappear for the assignments in the following semester.

External Examinations

After having completed a Semester with the required Internal Assessment marks, students shall be eligible to appear for the online End Term Examination. These End Term Examinations shall be conducted using our Online Web Proctored Examination System. This requires candidates to have access to a Personal Computer / Laptop with 1 MBPS Internet Connectivity, a Headset with microphone and a Web Camera.

Conducted over an online Computer Based Testing (CBT) system, the End Term Examination shall consist of Multiple Choice Questions and other Objective Questions.



Minimum percentage required to clear an examination is 40%.

	Internal Assessment	End Term Examination
Weightage (%)	25	75

Program Structure

Semester - I	
COURSE NAME	CREDITS
Management- "Theory & Practice"	5
Organisational Behaviour	5
Managerial Economics	5
Management Information System	5
Business Law	5
Accounting for Managers	5
Total Semester Credits	30

Semester - II	
COURSE NAME	CREDITS
Business Ethics and Values	5
Marketing Management	5
Human Resource Management	5
Financial Management	5
Quantitative Techniques	5
Executive Communication	5
Total Semester Credits	30

Semester - III	
COURSE NAME	CREDITS
Managing Innovation	5
Strategy in Business	5
Leadership and Team Effectiveness	5
First Elective Stream Subject - 1	5
First Elective Stream Subject - 2	5
First Elective Stream Subject - 3	5
Total Semester Credits	30

Semester - IV	
COURSE NAME	CREDITS
Total Quality Management	5
Operations Management	5
Entrepreneurship Management	5
Second Elective Stream Subject - 1	5
Second Elective Stream Subject - 2	5
Second Elective Stream Subject - 3	5
Project Work	10
Total Semester Credits	40

❖ Total Program Credits: 130



Elective Subject Semester III & IV	
STREAM	CREDITS
FINANCE	5
FINANCE	5
FINANCE	5
HUMAN RESOURCE	5
HUMAN RESOURCE	5
HUMAN RESOURCE	5
MARKETING	5
MARKETING	5
MARKETING	5
OPERATIONS	5
OPERATIONS	5
OPERATIONS	5
RETAIL MANAGEMENT	5
RETAIL MANAGEMENT	5
RETAIL MANAGEMENT	5
SUPPLY CHAIN MANAGEMENT	5
SUPPLY CHAIN MANAGEMENT	5
SUPPLY CHAIN MANAGEMENT	5
INFORMATION TECHNOLOGY	5
INFORMATION TECHNOLOGY	5
INFORMATION TECHNOLOGY	5
PROJECT MANAGEMENT	5
PROJECT MANAGEMENT	5
PROJECT MANAGEMENT	5

Certification / Degree

Candidates successfully completing the program will be awarded a Master’s Degree in Business Administration from Karnataka State Open University, Mysore .

Fees Structure

Program fees consists of Academic Fees, Registration Fees and Application Processing Fees. All fees except the Term End Examination Fees are collected at the time of enrollment. End Term Exam Fees is collected at the time of declaration of Exam cycle. For the convenience of the students, Academic Fees can be paid in Installments as given below.

Fees can be paid online via Internet Banking, Credit/Debit Cards, and ECS or via a Demand Draft payable to “University18 Business School” payable at Par / Delhi NCR.



Payment Plans

Fee Structure	Total Academic Fees	Registration Fees	Application Processing Fees	Total Fees
Full Payment Plan	48000	500	500	49000
Yearly Payment Plan*				
Year - I	24000	500	500	25000
Year - II	24000	0	0	24000
Installment Plan*				
Installment - I	16000	500	500	17000
Installment - II	8000	0	0	8000
Installment - III	16000	0	0	16000
Installment - IV	8000	0	0	8000



Withdrawal Policy

UBS's Programs follow a structured withdrawal policy, detailed below.

Admissions at UBS take place in set Enrollment Cycles, within the Admission Periods of January and July, with particular dates nominated as Milestone dates, different for each cycle.

The Procedure to Withdraw, and Claim Refunds, will follow the milestones, as per the Enrolment Cycle a Candidate Applies within.

- Candidates found ineligible or Applicants being rejected for any other reason, at the **Application Stage**, will be refunded the total amount.
- Candidates who wish to withdraw their candidature before the approval of Application Form by University, will be refunded the paid amount, after a deduction of `1,500 (Rupees One Thousand Five Hundred) toward administrative charges.
- Students who wish to withdraw from the Program after receiving the University Approval and Registration number, may do so upto a period of One Month from the Date of their Admission being confirmed. In such case, UBS Shall refund fees paid by the candidate towards UBS, after deducting `3000 towards Administrative Charges. Also, should the University already have dispatched the Course Pack / Books / Other Student Material, and allocated an LCMS ID, the due cost of such material, the LCMS Software License and shipping shall also be debited from the amount to be refunded. Amount paid by the Student towards University Fee/ University portion of the fee / Exam fee , Registration Fee, and Eligibility Fee would be refunded/ not refunded, as per University Policy in place.
- The University and the Institute shall not accept any requests for refund after the above mentioned period, i.e. after a month of after a month of receiving the University Approval enrollment (intimation may be made via email / post) confirming the student's admission to the Program.

A written request for the same has to be made to the Admission Office, UBS, by the requisite date, for the request to be considered.



Important Instructions to Candidates

- ▣ Candidates while sending the application form shall follow the instructions given below:
 - a) The application form duly filled in should be submitted to UBS on or before the last date as mentioned in the advertisement / academic calendar available on UBS / KSOU website.
 - b) The candidates should submit 4 copies of passport size photographs of which one should be pasted on the application form. Remaining 3 copies should be duly signed with name and serial number of the admission form.
- ▣ Admission made to any program is provisional till the time the University finally approves it.
- ▣ Money Order, IPO mode of payment will not be accepted. UBS and KSOU will not be responsible for any loss through such modes of payment.
- ▣ Candidates are required to preserve carefully the fee receipt and photocopy of DD for all payments made to the UBS and KSOU, as it is the only valid document accepted. They may have to produce it at various time like for the marks sheet or any other documents.
- ▣ In all correspondence with the University, the candidate will quote his/her application No./Roll No. and the program applied for.
- ▣ First semester program fees has to be paid with the application number on the back of the DD.
- ▣ UBS is the Education service provider for these programs and therefore responsibility of entire education delivery rests with them.



Rules of the Program

- ❑ Candidates shall abide by the Rules & Regulations in force as well as those that may be issued by University from time to time.
- ❑ False declaration of qualification by the candidate will disqualify his/her admission to the University including appropriate panel action.
- ❑ The prospectus provides all necessary information that you need as candidate of any of the MBA Programs offered by the University. You are therefore advised to keep this prospectus till you complete your Program.
- ❑ Degrees are awarded as per the rules and regulations prescribed by the University.
- ❑ Provisional pass certificate will be issued by the Registrar (Evaluation) on request of the candidate with his/her details including photocopies of all previous semester marks sheets, on payment of prescribed fee of `300/- (subject to change) through DD drawn in favour of Finance Officer, KSOU payable at Mysore, soon after the declaration of results by the University.
- ❑ Any change of address should be intimated to UBS. Kindly note that any change of address in the middle of the academic year may cause serious delay or loss in the postal transit.
- ❑ Original certificates of the candidates will initially be verified by UBS / KSOU representatives at a place and time.
- ❑ Change/updation in the syllabus can be done by KSOU/UBS periodically as per the industry demands and to keep abreast of the various technological developments that have taken place.
- ❑ Fee once paid will not be refunded under any circumstances.
- ❑ UBS undertakes the responsibility for delivery and the service system, and for any claim/suits arising due to student disputes regarding it. However the liability does not go beyond and shall remain restricted only to the extent of fee paid by the candidate and is also governed by terms and conditions.
- ❑ Visit KSOU website: www.ksoumysore.edu.in and/UBS website: www.university18.edu.in regularly for updates.

All disputes with respect to the Programs and Courses conducted by University18 / University18 Business School / MSL Learning Systems Pvt Ltd and all services and content (both online and offline) provided by them, shall be subject to the Jurisdiction of Delhi Courts alone. All disputes pertaining to University18 Programs and Courses will be resolved by University18 at its sole discretion. Decision of University18 in this regard shall be final and binding on the Candidate / Students.

Detailed terms of use as mentioned on University18 website (www.university18.edu.in) shall be applicable.



Important Contacts at UBS

Raunak Singh Ahluwalia
Director, University18 Business School

Officers	Department	Phone	Email ID
1. Shakti Raina	Academic Department	+91 9871759111 (M)	shakti.raina@ubs.edu.in
2. Mumtaz Begum	Admission Cell	+91 9873503032 (M)	mumtaz.begum@ubs.edu.in

In case the problems are not solved at the above levels, only then kindly contact the Director, UBS at 0124 -4767000 (O), Email : raunak.singh@ubs.edu.in

University18 Business School,
Plot No. 278, A Square Building,
1st Floor, Udyog Vihar Phase- II,
Gurgaon, 122016,
Haryana, India



Officers of University

Prof. K. S. Rangappa | Vice-Chancellor

Top Officers of the University

Officers	Department	Phone	E-mail
1. Sri B. S. Vishwanath (Registrar)	Administrative Matters	0821-2512471 (O)	registrar@ksoumysore.edu.in
2. Prof. S. N. Vikram Raj Urs Dean (Academic)	Academic Matters	0821-2519947 (O)	deanac@ksoumysore.edu.in
3. Prof. R. Somappa Registrar (Evaluation)	Examination Matter	0821-2519942 (O)	re@ksoumysore.edu.in
4. Prof T. D. Deve Gowda (I/C) Finance Officer	Financial Matters	0821-2510772 (O)	fo@ksoumysore.edu.in
5. Prof. T.D. Devegowda Dean (Study Centre)	Study Centres	0821-2500980 (O) 0821-2426166 (R) 9845560210 (M)	deansc@ksoumysore.edu.in

In case the problems are not solved at the above levels, only then kindly contact the Hon'ble Vice Chancellor, KSOU at 0821-2515149 (Office), Email: vc@ksoumysore.com, vcksou@gmail.com



For further details, log on to www.university18.edu.in
or call us at 1800-42008-18 (toll free) or 0124-4767000

www.university18.edu.in

