

UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A+' GRADE UNIVERSITY)

Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

Academic Section

NOTIFICATION

(23/June/GEN/13)

Ref.: 86th University Council Resolution No. 86.42 dated 11.09.2020

In pursuance of the above resolution, the following are hereby notified for the information of all concerned:

1. introduction of Two Years Executive MBA Programme in The Business School, University of Jammu, Jammu from the Academic Session 2023-24 onwards; and
2. adoption of Statutes and Scheme for Executive MBA Programme (Self Financing) in The Business School, University of Jammu from the Academic Session 2023-24 onwards, in anticipation of the approval of the Competent Bodies.

The Scheme/Statutes are available on the University website: jammuuniversity.ac.in.

Sd/-

DEAN ACADEMIC AFFAIRS

No. F.Acd/I/23/4522-4536

Dated: 12-6-2023

Copy to:-

1. Special Secretary to the Vice Chancellor for kind information of the Worthy Vice-Chancellor pls.
2. Sr. P.A. to the Dean Academic Affairs
3. Sr. P.A. to the Registrar/Controller of Examinations/Director, Colleges Development Council
4. Dean, Faculty of Business Studies
5. Director, The Business School
6. Asstt./Dy. Registrar (Exam.P.G./Eval./Certificate/Academic Affairs)
7. I/c Coordination
8. Incharge, University Website alongwith copy of Statutes for necessary action
9. G.F.

Sumitashama
Deputy Registrar (Academic)

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**Statutes and Scheme for Executive-MBA Programme (Self Financing) to be
offered by The Business School, University of Jammu**

1. **Programme Structure:** There shall be an Executive Masters of Business Administration degree programme (hereafter referred as EMBA) in The Business School, University of Jammu, Jammu. The programme will be conducted in a blended mode with both offline as well as online in the ratio of 60:40 as permissible under UGC regulations.

2. **Duration:** The duration of the EMBA Programme is two years, which is divided into four semesters, based on Choice Based Credit System. Number of Credit Hours for EMBA programme shall be 10 hours per credit.

A candidate must complete the programme within a maximum period of 4 years. The candidate will have an exit option at the end of first semester and second semester: An Executive Certificate in Management will be awarded after first semester and an Executive Diploma in Management will be awarded after second semester.

The candidates taking exit during the programme shall have an option to join back to complete EMBA programme within the permissible period i.e. 4 years.

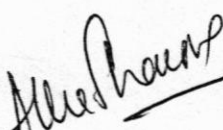
3. **Eligibility Conditions:** Bachelor Degree from any recognized University/Institute with at least 50 percent marks & minimum 3 years of managerial/supervisory experience in government/semi-government/ corporate/ autonomous bodies/ professionals and/or self-employed.

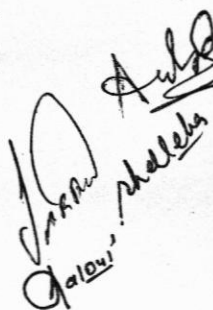
The candidates seeking admission to EMBA are required to submit a No Objection Certificate from the employer specifying permission to attend the classes and appear in the end semester examination in the physical mode, as and when scheduled.

4. **Intake Capacity:** The number of seats in EMBA programme in a given academic year shall be 20.

5. **Admission Process:** Applicants can register themselves for admission to EMBA programme by filling up online application form and by paying the requisite fee as notified




Galevi, Mahesh

by the department. The eligible candidates shall be selected for admission to programme on the basis of following components:

S.No.	Components	Maximum Points	Explanatory Remarks
1	Academic Qualification 10 th /12 th Graduation	10 10	<p><i>Percentage</i></p> <p>50-60 60-70 70-80 80 and above</p> <p><i>Points Earned</i></p> <p>4 6 8 10</p>
2	Work Experience	30	5 marks for every one year of completed experience beyond 3 years of experience subject to a maximum of 30 points.
3	EMBA Entrance Test	30	A candidate is required to take EMBA Entrance test on Management Aptitude and General Awareness to be conducted by TBS, JU
4	Personal Interview	20	To be conducted individually for each Candidate.

The merit for admission purpose shall be calculated on the basis of the composite score obtained by the candidate in Written Entrance Test, Academic component (10th/ 12th and Graduation), Executive Experience and Personal Interview which shall be displayed on the TBS website as well as in the department.

6. Admission Committee: Admission of all candidates to the course in The Business School offering the EMBA Programme shall be made by Admission Committee duly approved by Dean Academic Affairs, University of Jammu in accordance with the procedure as laid down in the Statutes.

The Admission Committee shall consist of

- i) Dean, Faculty of Management Studies. (Ex-officio Chairperson)
- ii) Director, The Business School; and
- iii) Two Professors, two Associate Professors and two Assistant Professors of the

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Jm

Aravind Gupta

Alu Shams

Rachna Mahajan

Qasim Shelleh

Business School by rotation in order of seniority as nominated by the Dean Academic Affairs, on the recommendation of the Director, The Business School, University of Jammu.

7. **Admission Notice:** Applications for admission to the EMBA shall be invited through a Notification to be published in at least one Local and one National daily having wide publicity, as approved by the Competent Authority. Application forms shall be available online during such period as may be notified by the Director, The Business School.
8. **Application Fee:** Every candidate seeking admission to the programme shall be required to pay application fee (Non-refundable), as notified by The Business School. All remittances shall be made online to Director, TBS.
9. **Application Forms:** Application Forms prescribed by the department complete in all respects must be submitted online by the candidate within the dates notified by the department.
10. **Cancellation of Admission:** The Admission Committee, with the approval of the Dean Academic Affairs, shall have the authority to refuse or cancel admission of candidate who:-
 - i) either fails to produce any requisite certificate in original within the time prescribed by the Director, TBS, suppresses/conceals any relevant information /provides information in his /her application which is found incorrect or produces a certificate which is not genuine: or
 - ii) fails to pay the fee and / or charges within the time prescribed by the Head of the Department.

11. Programme Structure

The two-year EMBA programme shall have a total of 106 credits built into 11 core courses, 4 elective courses, 4 value added courses, 4 online MOOCs and 4 Viva Voce, as outlined below:

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YEAR	Executive MBA Programme						Total Number of Courses	Total Number of Credits
	Semester	Core Courses	Elective Courses	Value Added Courses (VAC)	MOOCs	VIVA VOCE		
1 st	I	04 (5 credits each)	-	01 (3 credits each)	01 (4 credits each)	01(2 credits)	07	29
	II	04 (5 credits each)	-	01 (3 credits each)	01(4 credits each)	01(2 credits)	07	29
2 nd	III	01 (4 credits each)	02 (4 credits each)	01 (3 credits each)	01(4 credits each)	01(2 credits)	06	21
	IV	02 (4 credits each)	02 (4 credits each)	01 (3 credits each)	01 (4 credits each)	01(4 credits)	07	27
Total		11	04	04	04	04	27	106

FIRST YEAR

The schedule of First Year examination shall comprise of two semesters: Semester-1 and Semester-2. The scheme of papers during the First Year of the programme shall be as follows:

SEMESTER -1

Course Code	Course Title	Credits
<i>Core Courses</i>		
MBEXC 101	Management Principles & Organizational Behaviour	5
MBEXC 102	Economics for Managers	5
MBEXC 103	Marketing for Executives	5

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MBEXC 104	Financial and Management Accounting	5
MBEXC105	Viva Voce	2
<i>Value Added Course</i>		
MBEXC 106	Fundamentals of Research and Report Writing	3
<i>MOOC</i>		4
TOTAL		29

* *EXIT OPTION 1: Executive Certificate in Management will be awarded after first semester*

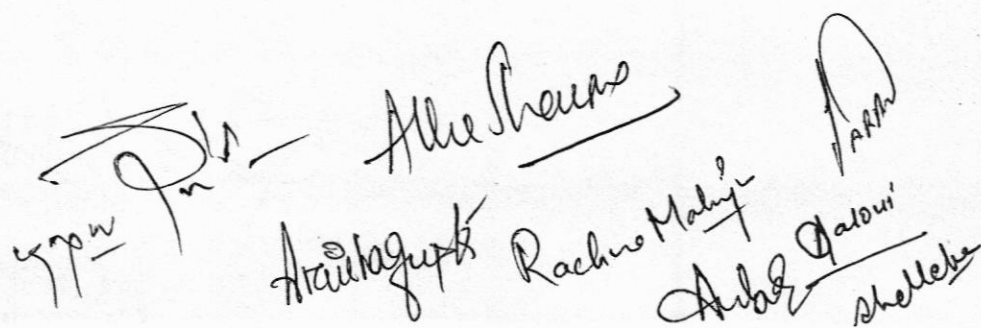
SEMESTER -2

Course Code	Course Title	Credits
<i>Core Course</i>		
MBEXC 201	Corporate Finance	5
MBEXC 202	Managing Human Resource and Employee Relations	5
MBEXC 203	Production and Operations Management	5
MBEXC 204	Consumer Behaviour	5
MBEXC205	Viva Voce	2
<i>Value Added Course</i>		
MBEXC 206	Optimization Techniques for Business Decision Making	3
<i>MOOC</i>		4
TOTAL		29

* *EXIT OPTION 2: Executive Diploma in Management will be awarded after second semester*

SECOND YEAR

The schedule of Second Year examination shall comprise of two semesters: Semester 3 and Semester 4. The scheme of papers during Second Year of the programme shall be as follows:



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 Arifagupta — Rachno Mahip

 Ashraf Galawi — Shelleba

SEMESTER - 3

During semester 3 of the programme, in addition to Two Core Course, One VAC and One MOOC the candidate shall have to choose Two Courses from the list of elective papers announced in the beginning of the semester:

Course Code	Course Title	Credits
Core Course		
MBEXC 301	Strategic Management	4
MBEXC302	Viva Voce	2
Value Added Course		
MBEXC 303	Indian Ethos in Business Ethics	3
MOOCs		
Electives		
MBEXE 304	Strategic Brand Management	4
MBEXE 305	Digital Marketing	4
MBEXE 306	Investment and Portfolio Management	4
MBEXE 307	Risk Management and Insurance	4
MBEXE 308	Organization Change and Strategy	4
MBEXE 309	Leadership and Decision Making	4
MBEXE 310	Logistics and Supply Chain Management	4
MBEXE 311	Quality Management	4
TOTAL		21

SEMESTER - 4

During Semester 4 of the programme, in addition to Three Core Course, One VAC and One MOOC the candidate shall have to choose Two Elective Courses from the list of Elective papers announced in the beginning of the semester:

Course Code	Course Title	Credits
Core Courses		
MBEXC 401	Project Management	4
MBEXC 402	Project Work	4
MBEXC403	Comprehensive Viva Voce	4
Value Added Course		
MBEXC 404	Innovation and Business Creation	3
MOOCs		4
Electives		
MBEXE 405	Retail Management	4
MBEXE406	Services Marketing	4
MBEXE 407	International Corporate Finance	4
MBEXE 408	Financial Derivatives	4
MBEXE 409	Global Human Resource Management	4
MBEXE 410	Diversity, Ethnicity and Inclusive Management	4
MBEXE 411	International Trade Logistics	4
MBEXE 412	Customer Relationship Management and Business Intelligence	4
TOTAL		27

12. Evaluation Criteria:

Continuous Comprehensive Evaluation (CCE)

A. Core Courses

The candidates will be evaluated on the basis of CCE. After completion of each unit in every course there shall be internal assessment of 10 marks each (total 50 marks)

Term End Exam

The Term End Exam shall have a weightage of 50 marks. The Question Paper will have three parts A, B and C. In part A, there shall be five questions of 2 marks each from the syllabus. All the questions in part A are compulsory (total 10 marks). Part B shall consist of

50% → 100% →

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Alie Shams

Rachis Malik
Arshad Qaloni
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six questions of 05 marks each with practical application of the concepts studied in the course. All the questions in part B are compulsory (total 30 marks). Part C shall consist of two long answer type/ case study questions of 10 marks each. The candidate has to attempt any one question (total 10 marks).

There shall be no re-evaluation and no supplementary examination for this programme.

B. Value Added Courses (VAC)

There shall be internal evaluation of all the VAC on a total of 50 marks. The internal evaluation components will consist of Presentations, case study analysis, assignments, MST, snap test etc. spread over 25 marks and a final written exam of 25 marks.

C. MOOCs

In addition, all the candidates shall register for MOOCs of 4 credits in each semester. The candidate has to successfully complete MOOCs (through SWAYAM or any other platform as notified) and provide the complete certificate of the course before the final examination, in absence of which degree shall not be awarded.

D. Project Work

In the semester 4, every candidate will undertake Project work in any organization based on interdisciplinary and cross-functional approach. The weightage of project shall be 4 credits. The project shall be of minimum 40 hours duration.

The candidate, after the completion of Project will submit a project report to the department which will form part of fourth semester examination. However, the report must be submitted by the end of fourth semester so that it is evaluated well in time and fourth semester results are not delayed.

The report will have a certificate mentioning the duration of project undertaken by the mentor in organization where the candidate has undertaken the project.

The project work shall carry total of 100 marks divided into written report of 50 marks and presentation of 50 marks. The report shall be evaluated by external examiner of a recognized university.

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Aravind Kumar
Rachin Mahip

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13. Class Attendance

Candidates are required to have 75% attendance in total including online and offline sessions. Director, TBS may condone shortage in attendance of a candidate in a semester, for special reasons to be recorded in writing, up to 5 attendances in each course.

A candidate who falls short of attendance in half or less than half of the total number of courses prescribed for the semester shall be permitted to take the semester examination only in such courses in which candidate fulfils the attendance requirement.

14. Grading System (Letter Grading):

JU follows the following Letter Grade and Grade Point system introduced by the UGC as a uniform grading system for all public and private universities:

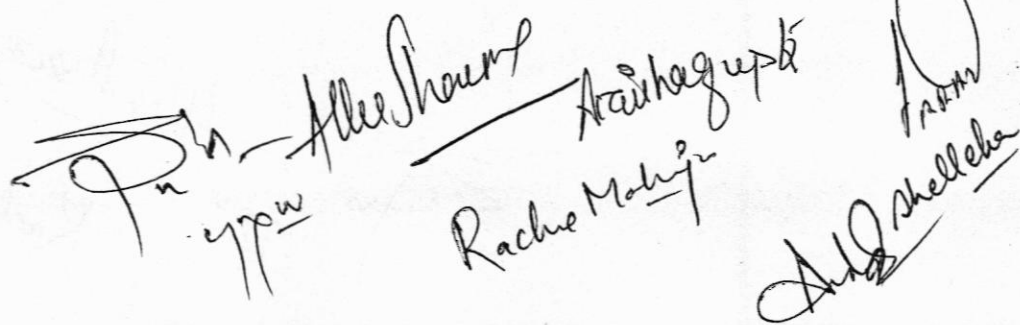
Numerical Grade	Letter Grade	Grade Point	Description of Performance
>90	A+	10	Outstanding
>75 and 90	A	9	Excellent
>65and<75	B+	8	Very Good
>55and<65	B	7	Good
>50and<55	C+	6	Average
>40and<50	C	5	Below Average
>36and<40	D	4	Marginal
>20and <36	E	2	Poor
<20	F	0	Very Poor

** The Grade points shall be awarded as per University Choice Based Credit System (CBCS) Statutes.*

E and F grades refer to unsatisfactory performance. The candidate shall have to repeat all courses where E/F grade is obtained. The weights of E and F Grades shall not be counted in SGPA or CGPA.

Other grades would include:

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 Allee Shaurp
 Aravind Gupta
 Rache Mohan
 Anil Shellecha

Letter Grade	Description of Performance
I	- Incomplete
W	- Withdrawal
X	- Continued Project
S	- Satisfactory Completion
Z	- Non-Completion

Description of the grades:

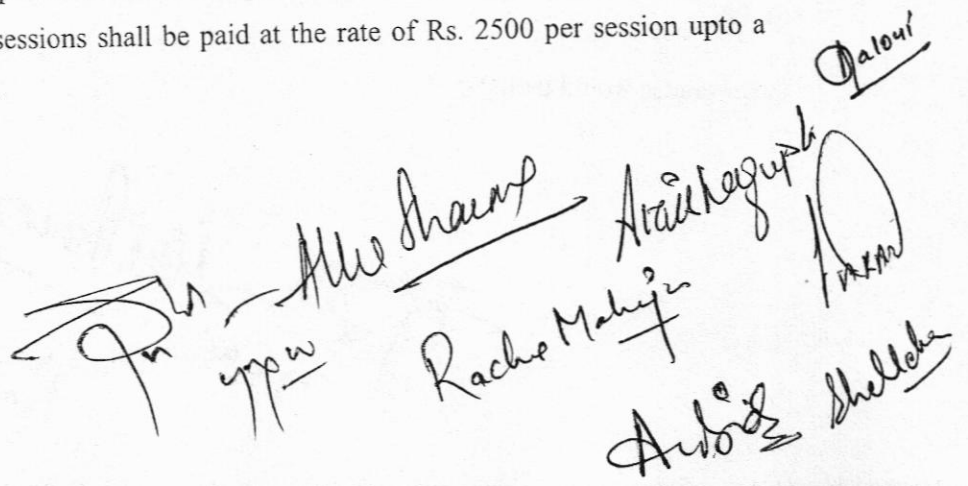
'I'- would refer to 'incomplete performance'. It may be awarded to a candidate if candidate has not fulfilled all the requirements of the course due to extra ordinary circumstances. An 'I' grade in a course makes a candidate eligible to repeat the course. 'I' grade does not appear permanently in the grade card. Upon completion of all course requirements, the 'II' grade is converted to the earned grade in the calculation of the SGPA.

W- Refers to withdrawal from a course. Withdrawal of a course is permitted upto two weeks after end of first minor test. In such a case, attendance of the candidate in the first course shall add to the attendance in the new course.

X- Awarded for incomplete project work, candidate must register for project in next semester, converted to regular grade on completion of project.

S/Z- 'S' grade denotes satisfactory completion of requirement of some specified courses. 'Z' grade is awarded for non-completion of the course requirements and the candidate will have to register for the course again.

15. Remuneration: Academic experts/ corporate practitioners to be engaged for conducting the sessions both online/offline shall be identified and recommended by the course incharge for necessary approval from the competent authority. Remuneration on account of experts for delivering sessions shall be paid at the rate of Rs. 2500 per session upto a maximum of Rs. 50,000/-.



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16. Fee Structure:

Semester I: INR 75,000

Semester II: INR 75,000

Semester III: INR 75,000

Semester IV: INR 75,000

*This fee also includes the university fee component.***17. Refund of fee:**

The refund shall be as per the following formula detailed in the UGC notification (October, 2018) published on 02.11.2018 and University of Jammu notification no. 21/Jan/Gen/07:

S.No.	Percentage of Refund of Fees	Point of time when notice of withdrawal of admission is received in the HEI
1.	100%	15 days or more before the formally notified last date of admission.
2.	90%	Less than 15 days before the formally notified last date of admission.
3.	80%	15 days or less after the formally notified last date of admission.
4.	50%	30 days or less, but more than 15 days after the formally notified last date of admission.
5.	0%	More than 30 days after the formally notified last date of admission.

- a) In case of (1) in the table above, the university shall deduct an amount not more than 5% of the fees paid by the candidates, subject to a maximum of Rs. 5000/- as processing charges from the refundable amount.
- b) Fees shall be refunded to an eligible candidate within fifteen days from the date of receiving a written application from him/her in this regard.

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18. Admission Statutes Interpretation Committee: There shall be a Committee consisting of the following to interpret the Admission Statutes: -

- i) Dean Academic Affairs (Chairman)
- ii) Dean, Faculty of Business Studies.
- iii) Dean, faculty of Law
- iv) Registrar
- v) Director, The Business School
- vi) Three faculty members of The Business School who have been a member of Admission Committee for the session to be nominated by the Dean Academic Affairs.

19. In case of any Discrepancy with regard to the admission of any candidate coming to the notice and knowledge of the University, which is outside the purview of the Statutes governing admissions to the EMBA course, the University reserves the right to cancel the admission of such a candidate at any stage and such a candidate shall be precluded from pleading equity later on.

20. The University also reserves the right to take disciplinary action against any defaulting candidate violating the statutory norms of the University governing admission to the course.

21. All legal disputes relating to EMBA programme shall be subject to the jurisdiction of Jammu only.

22. In case of any omissions/ ambiguity/ explanation statutes of Masters of Business Administration (MBA) shall be applicable.

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