



University of Mumbai

मुंबई विद्यापीठ

Syllabus of

Superspecialisation Programmes –

**Master of Management Studies –
Centre of Excellence**

**MMS – COE in Finance
(Banking, Corporate Finance and Financial Services)**

**MMS – COE in Marketing
(Media, Retail and Services)**

**2 Years full-time Masters Degree Course in
Management – Centre of Excellence (COE)**

(Effective from the academic year 2014 – 2015)

Title

Name of the Programme: - MMS Centre of Excellence (COE) in Finance & Marketing

Nature of the Programme: - MMS COE (Centre of Excellence) is a 2 year Full time super specialization Degree course of University of Mumbai. This Programme resembles the nature of honours programme.

Eligibility Criteria

A learner for being eligible for admission into the Post Graduate Programme i.e MMS Centre of Excellence (COE) shall have passed the Bachelor's degree examination of this university or any other university recognized as equivalent thereto with a minimum of 50% marks. Besides, the learner should have cleared the prescribed entrance test MH – CET conducted by the Directorate of Technical Education (DTE) Government of Maharashtra or any other entrance test approved by the regulatory authorities/University of Mumbai.

- Many institutions/colleges are conducting MMS course in Mumbai with varying in take of students every year.

Preamble:

It is revealed in the survey conducted, that only 18% of students have secured placement offers. The Economic slowdown combined with investors apathy have led to drying up of employment opportunities. B – Schools hence have been are struggling to find placements for its students. Salary packages of B – School graduates have come down by 50% – 55% compared to previous years. The main objective of B – Schools is to provide quality education and make them employable rather than employed.

The future economy shall be knowledge-based. Acquisition, augmentation and development of knowledge and industry oriented skill sets hence is a pre – requisite for employment. The curriculum of **MMS Centre of Excellence in Finance and MMS Centre of Excellence in Marketing** are developed considering the current industry needs based on their skill sets, needs of new business. This course also endeavours to align the programme structure and course curriculum with student aspirations and corporate expectations.

In the era of information, corporates are increasingly demanding professionals with in – depth and exhaustive knowledge in a specific domain. This has led to the advent of super specializations. The prime objective behind the endeavour to establish COE is to create conduits which can act as feeders of employable professionals to industry by imparting focused and dedicated training to job aspirants in multiple domains of super specializations

For establishment of COE it is imperative that aspiring educational institutes forge linkages with the industry to enhance interaction between corporate professionals and academia for imparting need based skill oriented quality education. This would enhance the employment opportunities as companies which collaborate with the institutes for COE can train their students from industry perspective and subsequently absorb them as trainees into their own organization.

Pre requisites for Management institutes to become MMS COE i.e Master of Management Studies – Centre of Excellence (MMS – COE)

- 1) Minimum two batches of regular Master of Management Studies (MMS) course under Mumbai University should have graduated.
- 2) The institute should have basic infrastructure facilities such as dedicated classrooms with projector, white board, microphone, speakers and video conference equipment. The classroom shall have facilities for a server and a minimum 30 desktop computers in the ratio of one for two students.
- 3) The institute should have linkages established with industry to collaborate through sponsorship arrangements to transform itself into Centre of Excellence (COE)
- 4) The sponsoring company/firm should be willing to provide support services needed by the institute to train its students such as software packages, training equipment and library support facilities to the institute being sponsored for COE.
- 5) The institute should be able to place COE students for Summer Internship and/or Final Internship leading to placement in the sponsored industry or in a similarly placed industrial units.

Faculty Students Ratio

While the faculty students ratio of 1:15 is maintained, the staffing pattern for appointment of faculty for all the Management programmes be modified. i.e 50% Full time faculty, 50% industry experts as visiting faculty be made applicable from the academic year 2014 – 15.

Institutes should attract more people with industry experience to participate in this programme. To attract industry experts into teaching, they be designated similar to full time faculty based on their industry experience as is noticed in the parallel practice at NCC Units.

A person having 15 years or more Industry Experience holding a senior supervisory position be designated as Hon. Professor & a person with 10 years or more industry experience holding a senior supervisory position be designated as Hon. Associate. Professor & a person having minimum 05 years of industry experience at a supervisory position be designated as Hon. Assistant Professor.

Teaching Pedagogy

Teachers are expected to impart knowledge through new and innovative pedagogical approaches. Some of these techniques are: -

Reading, Group Discussions, Lectures, Role plays, Field Work, Workshops, Counseling Sessions, Watching Educational and Informative Videos, Assignments, Quizzes, Tests, Live Projects, Case Studies, Presentations, Simulations, Industrial Visits, Participation in academic and extra – curricular activities, inculcation of industry specific skills and training & development sessions.

Need for Introduction of Centre of Excellence MMS (COE)

The Current Scenario

- Changing global facets of businesses and economies
- Dynamism in industry practices and evolution of technology
- Emergence of new businesses and business practices
- Thrust on Application oriented and experiential learning
- Expectations of Key stakeholders viz. students, industry and academicians

This has led to

1) Emergence of Novel Competencies and Skills

Jobs that exist today did not exist 3 or 4 years ago. The direct linkage of the industry practices to the structure and detailed contents in terms of Skills, Knowledge, Attitude and Approach mandated the need for up gradation and restructuring of the course structure and curriculum.

2) Transformation of the Learners mindset

The psychological profile, learning style and outlook towards higher education has undergone a change due to explosion of information and abundance of knowledge. New and innovative methods of evaluation and application are the need of the hour.

3) Demand for Application oriented and Experiential Learning

Management Education has to transcend beyond the realms of classrooms and focus on interactive, experiential learning. There is a pressing need to inculcate application oriented thinking and practical approach based on sound knowledge of management theories, principles and concepts.

Objectives

The MMS COE programme prepares a student for a career in diverse sectors nationally as well as globally. The COE programme facilitates absorption & application of knowledge in theory and practice across multiple functional areas of management through industry – institute linkages and enables students to adopt an integrated approach towards real life situations and circumstances.

The Objectives of Centre of Excellence MMS (COE) are: -

- Enable students to concentrate on goals tailored to career.
- Incorporate some flexibility for institutes to teach new and contemporary curriculum for greater employability of their students.
- Make the course attractive for large no of students to super specialize in domains of **Finance viz. Banking, Corporate Finance & Financial Services** and in domains of **Marketing viz. Media, Retail and Services**

The goal is aimed at to imbibe and enhance the following skill sets

- i) Exposure to Global talents
- ii) Application of technology and enhancement of technological skills
- iii) Peer based learning and team work
- iv) Experiential Learning (Learning by Action and Application)

Structure of the MMS COE Curriculum

The MMS COE Course would consist of four semesters with one live project of two months at the end of the second semester and an internship of four months during the final semester leading to the industry oriented project/dissertation

The essence of this structure is to encourage students to “**think like a mountain**”, starting with a broad canvas to assimilate knowledge from all facets of management and meticulously move towards acquisition and practice of excellence in a specific and desired domain of expertise.

Learning Pedagogy

- 1) **Foundation course is the first step taken towards the foothills of the mountain in the journey towards perfection.** Foundation course is offered in first two weeks of the commencement to acquaint with the basics of the course as a bridge course meant for students not exposed to management subjects earlier. All students will be evaluated at the end of each foundation course through objective on line testing. Foundation course shall focus on core competence courses viz – Economics, Statistics, Financial Accounting, Communication and Basic computer literacy.
- 2) **The first semester is the foothill, where the odyssey begins. A common base of knowledge essential for all management professionals.** The first semester shall be a common semester consisting of eight subjects.
- 3) Having cleared the foothills, **students in the second semester** endeavour to attain further skill sets through an **integrated frame work**, which guides them towards their desired field through introduction of specialisation subjects. The second semester would consist of eight subjects with prime thrust on super specializations in the areas of finance and marketing.

- 4) Students are required to undertake a live Project/Assignment after the second semester with an organization in the month of May & June and submit the summer internship project report after the due completion of the Project/Assignment. This marks the conquest of a milestone.

- 5) In the third and fourth semesters, students venture further into realm of **specific management functions charting a path towards super specialization and advanced learning.**
 - The third semester would consist of eight subjects and the fourth semester would consist of six subjects.

- 6) In the final leg of their journey known as “**Culmination**”, students would have to pursue an internship of four months during the fourth semester. Students shall pursue the internship by working with an organization on week days i.e Monday to Friday and shall attend lectures on weekends i.e Saturday and Sunday. Through this arrangement students shall acquire conceptual knowledge and put it into practice in the industry as part of experiential learning.

At the end of the internship, students have to submit a final report on their internship along with the certificate of completion from the organization containing the details of areas where they have acquired hands on experience in the organization.

Throughout the course, students work towards mastery of fundamentals in management and domain expertise in a specific field through a challenging, dynamic and rigorous curriculum.