



University of Mumbai

मुंबई विद्यापीठ

**Revised Syllabus under Credit based Semester and
Grading System**

For

MFM/MMM/MHRDM/MIM/MOM/MEM

**3 Years part-time Masters Degree Course
in
Management**

(Effective from the academic year 2014 – 2015)

Title: - Part time Management Masters Degree Programme of three years duration.

Name of the Programme: - Master of Financial Management (MFM)/Master of Marketing Management (MMM)/Master of Human Resources Development Management (MHRDM)/Master of Operations Management (MOM) /Master of Information Management (MIM) /Master of Financial Services Management (MFSM)/Master of Education Management (MEM)

Nature of the Programme: -. Master of Financial Management (MFM)/Master of Marketing Management (MMM)/Master of Human Resources Development Management (MHRDM)/Master of Information Management (MIM) /Master of Operations Management (MOM) /Master of Education Management (MEM) are 3 year Part time Degree courses of University of Mumbai

Eligibility Criteria

- A learner for being eligible for admission into the Post Graduate Programme i.e MFM/MMM/MHRDM/MIM/MOM/MEM shall have passed the Bachelor's degree examination of this university or any other university recognized as equivalent thereto and should have acquired minimum of 2 years work experience in the cadre at supervisory level.
- Many management institutions/colleges in Mumbai are conducting these courses with varying in take of students.

Preamble:

The revised curriculum for Part Time three years Masters courses are developed considering the current industry needs in terms of the demanded skill sets under the new dynamic business environment. It also endeavours to align the programme structure and course curriculum with student aspirations and corporate expectations.

Need for Revision of existing curriculums & Introduction of new programmes.

Existing Programmes: - MFM/MMM/MHRDM/MIM

New Programmes: - MOM/MEM

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) Gaps in Current Curriculum noticed as below:

- Lack of specialized in – depth knowledge in a specific domain.
- Lack of thrust on current management practices.
- Big perceptible gaps in soft skills – Analysis, Judgments and Creativity
- Absence of cross-functional skills and holistic thinking.

2) Emergence of Novel Competencies and Skills requiring

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 revision of the course structure and curriculum.

3) 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.

4) 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 for new Curriculum

The Objectives of New Curriculum 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.
- Updating syllabus in line with expectations of stakeholders – corporate and students

The goal is 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)

Introduction of new subjects in different domains namely

MFM

International Business, Management Information Systems, Creativity & Innovation Management, Corporate Valuation, Security Analysis & Portfolio Management, Derivatives & Risk Management, Mergers Acquisition & Corporate Restructuring, Treasury Management, Financial Modeling, Behavioural Finance, Wealth Management and Project Finance.

MMM

International Business, Management Information Systems, Creativity & Innovation Management, Integrated Marketing Communications & Digital Marketing, Strategic Marketing Management, Marketing Research & Analytics, Media Planning & Strategy, Financial Aspects of Marketing & Event Management.

MHRDM

International Business, Management Information Systems, Creativity & Innovation Management, Human Resource Information Systems, Human Resource Planning, Human Resource Audit, Training & Development, Strategic HRM, Management of Change, Competency based HRM, Performance Management Systems, Role of HR in Knowledge Management, Organisational Theories, Structure & Design & Building Learning Organisations

MIM

International Business, Management Information Systems, Creativity & Innovation Management, Software Quality Assurance & Marketing, Software Testing, Business Intelligence and Analytics, Enterprise Resource Planning & Management, Knowledge Management Systems, Project Management, IT Infrastructure Management, Technology Competition & Strategy, Technology Forecasting, E – Commerce, Data warehousing & Data Mining

MOM

International Business, Management Information Systems, Creativity & Innovation Management, Supply Chain Risk and Performance Measurement, Designing Operations Systems, Manufacturing Resource Planning & Control, International Logistics and Operations, Strategic Operations Management, Project Management, Six Sigma, Service Operations Management, Lean Manufacturing, Materials Management & Transportation & World Class Manufacturing.

MEM

Education as a system, Technologies for learning, Historical Issues and Education Policy, Curriculum Management and Planned Change, Emerging Issues related to Education Management, Continuing Education & Distance Education, Human Resource Development in Education, Educational Psychology & Student Management, Teaching – Learning Method & Pedagogy, Guidance & Counselling, Project Planning & Management in Education

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.