CIRCULAR:-

A reference is invited to the Syllabi relating to the Master’s Degree Program (MMM/MHRDM/MFM/MIM) vide this office Circular No. UG/25 of 2014 dated 8th August, 2014 and the Director, Jamnalal Bajaj Institute of Management Studies and the Directors of recognized Institutions of Management Studies are hereby informed that the proposal received from Co-ordinator, Management Faculty, approved by the Academic Council at its meeting held on 28th February, 2017 vide item No. 4.7 and that accordance therewith to Change the Structure with modification of Three Year Part-time Master’s Degree Program (MMM/MHRDM/MFM/MIM) degree programmes are implemented from academic year 2016-17. which are available on the University’s web site (www.mu.ac.in) and that the same has been brought into force with effect from the academic year 2016-17.

MUMBAI – 400 032
3rd April, 2017

To,

The Director, Jamnalal Bajaj Institute of Management Studies and the Directors of recognized Institutions of Management Studies.

A.C/4.7/28.02.2017

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No. UG/ 5 -A of 2017
MUMBAI-400 032
5th April, 2017

Copy forwarded with Compliments for information to:-

1. The Co-Ordinator, Faculties of Commerce & Management,
2. The Offg. Director of Board of Examinations and Evaluation,
3. The Director of Board of Student Development,
4. The Professor-cum-Director, Institute of Distance & Open Learning (IDOL)
5. The Co-Ordinator, University Computerization Centre,

(Registrar)
(Registrar)

PTO.
Prin. L.N. Welingkar Institute of Management Development & Research,
Matunga, Mumbai 400019

Detailed Note on the Opportunities and Challenges Faced by the Students and Proposed Plan

The current 3 years' PTM's program under the University of Mumbai has the following structure:

Current Course Structure:
Learning Hours: Classroom 15 sessions of 3 hrs each—total 45 hrs + Other complementary learning activities 30 hrs; Total 75 hrs

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>No. of Subjects</th>
<th>15 Sessions - Classroom Hours @ 3 hrs per session</th>
<th>Total Marks</th>
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<tr>
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<td>270</td>
<td>600</td>
</tr>
<tr>
<td></td>
<td>II</td>
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<td>VI</td>
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<td>225</td>
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<tr>
<td></td>
<td>Grand Total</td>
<td>32</td>
<td>1440</td>
<td>3200</td>
</tr>
</tbody>
</table>

Target groups for the Program are young working professionals:

a) Who may have not been able to access formal management qualifications at the start of their professional career & are keen to cover up that deficiency.
b) Who aspire to move up the career ladder and feel that a PTM course may open up more opportunities.
c) Who have a keen desire to get back into academics & now since they can afford the option, having to some extent settled in a career, would like to take up the course.
d) Who find themselves at a stagnation of their career & think PTM course could be a way out.

Scenario:

Early days - Opportunities:

a) Earlier, when PTMs program was first started in mid-seventies, the courses were offered by only a handful of Institutes.
b) Besides, regular full time Management Institutes being also limited, colleges offering this program could not cope up with the demand.
c) Subsequently, the employment as well as management education scenario has changed substantially.
Current Day - Challenges:

a) Alternate educational diplomas by way of short term courses, Distance Learning modes, as well as web based courses are also offering some type of qualification substitutes.
b) Employers becoming more demanding, competitive scenario having changed, students’ are finding the three years' attendance commitment unrealistic & risky.
c) As a matter of fact they feel 3 year commitment- too long & challenging.
d) Too many transfers, job relocations due to a competitive environment is another risk factor.
e) Attendance, to facilitate classroom learning over 6 days a week, is too difficult to maintain.
f) Logistics - commuting from work place which today is thinly spread across the city.

As a result, the Program in its current format is experiencing a flattening in its growth curve.

Program Positives:

a) Is a Mumbai University Post Graduate Degree which has its' own prestige & standing.
b) As a University Degree it leaves options of further pursuit of academics viz. Ph.D.
c) As a full-fledged class room based program it allows great networking opportunities, & that too diverse, as MMM, MFM, MHRDM, & MIM courses are run in the same premises.
d) Scope to practice theories learnt in class at work place, simultaneously, leading to a hands-on application and assimilation of the subject.

In our view, the above features / positives must be used to their full potential to reverse the trend & bring this Program back again on a growth curve. This in turn would require us to tweak the current format such that we are able to attract the defined target audience.

Proposed Course Structure:

Learning Hours: Classroom 15 sessions of 3 hrs each – total 45 hrs + Other complementary learning activities 30 hrs; Total 75 hrs

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>No. of Subjects</th>
<th>Classroom Hours @ 3 hours per session</th>
<th>Total Marks</th>
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<td></td>
<td>Grand Total</td>
<td>32</td>
<td>1440</td>
<td>3200</td>
</tr>
</tbody>
</table>
Two main changes being:

I. Reduction in number of subjects covered in the Vth & VIth Semesters by
   a) Increasing the number of subjects in Sem I, II & III (from 6, 6 and 5 respectively to 8).
   b) Increasing the number of subjects in Sem IV (from 5 to 6).
   c) Reducing the number of subjects in Sem V & VI (from 5 to 1 respectively).

II. Innovation in content / pedagogy by way of introduction of electives (contemporary) & one
    Industry / non-industry related practical project spread over semesters V & VI respectively.

Hence without reducing overall no of Subjects or hours of delivery, a re-structuring of the
program can make it more student-centric and impactful.

We therefore request you to permit us to conduct the course in 3 years, where 2 years will be
class room learning and 1 year with industry completing two projects.

Thank you for your consideration and look forward to a response in the affirmative.