BBA@ Workplace

Work-based Degree by IGNOU & MKCL

ignou.mkcl.org

Work-based Degree Program by IGNOU in collaboration with MKCL

Bachelor of Business Administration (Services Management)

ignou THE PEOPLE'S UNIVERSITY

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MKCL

Creating a Knowledge Lit World

www.mkcl.org

Work-based Degree

An Innovative solution to the attrition in India

About MKCL

Maharashtra Knowledge Corporation Limited (MKCL) is a high-tech initiative promoted by the Government of Maharashtra, India, in design, development and delivery of Education, Governance and Empowerment Technologies, Products, Solutions and Services to masses and has proven experience in the said fields.

Indira Gandhi National Open University (IGNOU) and Maharashtra Knowledge Corporation Limited (MKCL) have signed an agreement to propagate Work-Based Learning, derived from Gandhiji's Nai Talim as a result of which there is a proper match between the skilled manpower required and skilled workforce available.

Industries / Organizations provide real life work environment to the students enrolled for these unique programs through partnership with MKCL. The Industry workplace is the Learning Center for offering the Work-based Degree Program - BBA (SM).

"Nai Talim is my last and finest gift to the world."

-Mahatma Gandhi

Benefits

Benefits to the Industry

- Industry gets a dedicated manpower for a minimum period of 3 years with the least cost of recruitment.
- The industry gets assured manpower at a very reasonable cost of monthly stipend to the candidate for the services s/he provides.
- There is no binding that the industry partner has to absorb the candidate after the completion of 3 years. There is no risk of claims for permanency.
- The industry partner has the freedom to rotate the candidate in different departments or to train her/him in one particular department with intermittent training.
- The Student once registered, cannot change the workplace in-between the degree program under any circumstances.
- This clearly addresses the attrition issues and pay-back issues faced by the industry.
- The candidate can be hired as an intern or as an employee, as per company policy.
- The system is also fully compliant with labour laws.

Benefits to the Student

- Workplace itself becomes their college.
- They earn 3 years BBA (SM) degree and 3 years Industry Experience Certificate
- The stipend proves to be a financial support
- The students get productive work experience along with their colleagues

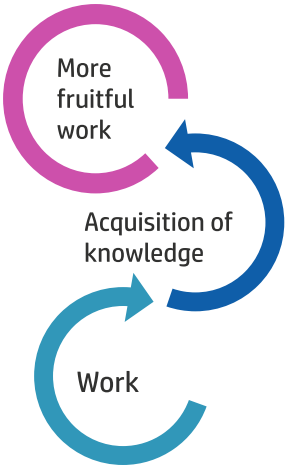
Model of BBA@ Workplace

Academic Methodology

BBA @ Workplace offers flexible, work-based and sector-specific degrees that are custom-designed to suit the nature and needs of the businesses and industries. It offers a unique learning environment comprises of a workplace, eLearning framework and mentors.

Working

- Students are recruited in the industry for three continuous years.
- Students simultaneously get enrolled for the respective degree Program.
- Every day students perform actual productive work/task at workplace given by their appraiser.
- Students engage in wholesome work experience in the work and the workplace.
- They earn work credits from industry against their 7 hours of daily work.



Learning

- Students learn before and after workplace hours.
- Students access MKCL's eLearning framework for theory of the degree program.
- Students also get an opportunity to build theoretical knowledge based on the work being performed by them.
- Student gets Knowledge credits by undergoing daily 2 hours of work related eLearning courses designed by MKCL.

Mentoring

- Student attend Reflection sessions with mentors
- Mentors are industry experts.
- **Mode of reflection session**
- online or face to face,
- **Duration of reflection sessions**
- approx. 2 hours per week.

Industry Role

Industry Partner plays (IP) an important role in the overall development of a Learner. Its key areas of the contribution are:

Workplace

IP provides real workplace to students. Students are expected to work at the workplace to perform real-life work.

While the students are enrolled for the Degree program, they get accommodated in routine work environment and work as per the norms of Industry.

Work Ratings

Industry also contributes to the Degree by awarding Work Ratings to the students.

Work Ratings are based on the performance of students at the Workplace. Monthly performance ratings given by the appraisers get consolidated monthly for the award of Work Ratings.

Mentoring by Professionals

Industry contributes to the Degree Program by mentoring the students. Industry Professionals get appointed as Mentors to offer a 'human touch' in the overall learning process of the students.

Mentors assist students in synthesizing knowledge in context of work during reflection sessions. They guide students to derive theory from practice.

Mentor in the industry

Work Reflection Session

Program Details

Eligibility for admission

- Passed 10+2 or equivalent from a recognized institution
- Age : have attained at least 18 years of age
- Working/willing to work in services industry as a full time intern / Apprentice / Employee

Duration

3 years, 6 semesters

3 years full time internship at workplace

Program Fees

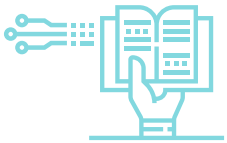
Rs. 20,000/- per year

Examination fees

Rs.150/- per course for the term end examination conducted by the University.

Resources & Support

As a part of the Learning Environment, students will be provided with the following resources by MKCL :



- Study Material (eBooks)

- eLearning content comprising of Situation / scenario / case study / theory based content
- Student Login for eLearning platform with Learning Management Framework

- Evidence based e-Assignment and e-Assessment Framework for continuous comprehensive evaluation

- Work-forum, blog
- Interaction sessions with mentors in online or face to face mode or reflections on deriving meaning and value out of work.

Curriculum

	Course Code	Course Name
Semester 1	BSM - 001	Fundamentals of Management
	BSM - 002	Basics of Marketing
	BSM - 003	Written Communication Skills
	BSMA-001	Basic IT Skills
	BSMW-001	Internship Report (Workbook)
Semester 2	BSM - 004	Fundamentals of Marketing
	BSM - 005	Focus On the Customer
	BSM - 006	Understanding Customer Requirements
	BSMA-002	Communication and Soft Skills
	BSMW-002	Internship Report (Workbook)
Semester 3	BSM - 007	Fundamentals of Management
	BSM - 008	Basics of Quantitative Techniques
	BEVAE-181	Environmental Studies
	BSMA-003	Advanced IT Skills
	BSMW-003	Internship Report (Workbook)

	Course Code	Course Name
Semester 4	BSM - 009	Fundamentals of Service Operation
	BSM - 010	Service Design
	BSM - 011	Service Quality and Improvement
	BSMA-004	Accounting as Information System
	BSMW-004	Internship Report (Workbook)
Semester 5	BSM - 012	Economy and Services
	BSM - 013	Delivering and Performing Services
	BSM - 014	Managing Service Operations - I
	BSMA-005	Data Processing and Reporting
	BSMW-005	Internship Report (Workbook)
Semester 6	BSM - 015	Managing Service Promises
	BSM - 016	Managing Service Operations - II
	BSM - 017	Service Entrepreneurship
	BSMA-006	Research Process
	BSMW-006	Internship Report (Workbook)

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Indira Gandhi National Open University (IGNOU)
School of Management Studies Block – C Academic Complex
Indira Gandhi National Open University Maidan Garhi,
New Delhi - 110068

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Maharashtra Knowledge Corporation Limited (MKCL)
ICC Trade Tower, 'A' Wing, 5th Floor, Senapati Bapat Road,
Shivajinagar, Pune 411 016.
Phone: 020-40114500/501