



UNIVERSITY OF JAMMU

(NAAC ACCREDITED 'A+' GRADE UNIVERSITY)
Baba Sahib Ambedkar Road, Jammu-180006 (J&K)

Academic Section

NOTIFICATION (23/GEN/Sep/25)

As endorsed by the Academic Council vide Resolution of Item No. 3.39 at its meeting held on 19.07.2023, it is hereby notified for the information of all concerned that the Vice-Chancellor, in anticipation of the approval of the Competent Bodies, has been pleased to authorize adoption of the Statutes governing Online Programmes for Directorate of Distance and Online Education, University of Jammu and the Programme Project Report (PPR) of Master of Commerce (M.Com.) and Master of Arts in English (MA English) from the Academic Session 2023-24 onwards.

The Statutes (Page No.1 to 10) and Programme Project Report (PPR) of M.Com. (Page No. 1 to 12) and M.A. English (Page No. 1 to 11) are available on the University Website: www.jammuuniversity.ac.in.

Sd/-
DEAN ACADEMIC AFFAIRS

No. F. Acd/I/23/9768-9867
Dated: 12-9-2023

Copy to:-

1. Special Secretary to the Vice-Chancellor, University of Jammu for the kind information of the Vice-Chancellor please.
2. Sr. P.A. to the Dean Academic Affairs
3. The Registrar/Controller of Examinations/Director (CDC/DDE)
4. All Heads of the Teaching Departments of the University
5. All Rectors/Directors of the Offsite Campuses, University of Jammu
6. I/c Director, Computer Centre
7. Asstt./Dy. Registrar (Degree/Confidential/PRI/Exam.(P.G.)/Eval.(Non-Prof.)/ Registration/Academic Affairs)
- ✓ 8. I/c University Website for uploading this notification alongwith Statutes.
9. Guard File.

Sumilasharma
Deputy Registrar (Acad.)
12/9/23
12/9/23

STATUTES GOVERNING ONLINE PROGRAMMES FOR DIRECTORATE OF DISTANCE AND ONLINE EDUCATION, UNIVERSITY OF JAMMU.

In reference to the University Grants Commission Notification on 4th September 2020, regarding Open and Distance Learning Programmes and Online Programmes Regulations, 2020, the Statutes pertaining to Online Programmes at the Directorate of Distance & Online Education (DD&OE), University of Jammu, Jammu shall be as under:

I PRELIMINARY:

i. Commencement:

The Statutes shall come into force on the date of Notification of the University of Jammu based on the approval of the Competent Authority. These guidelines refer to the delivery of Online Programmes and courses using audio, video, or computer technologies singly or in combination.

ii. Definitions:

- a) "DD&OE" means Directorate of Distance & Online Education.
- b) "BoS" means Board of Studies constituted for approving programmes offered by the Departments.
- c) "Academic Council" means the body empowered to make decisions regarding all academic matters in a Higher Educational Institution, including the decision permitting to offer Open and Distance Learning Programmes and/or Online Programmes in compliance to the regulations.
- d) "Academic Session" means a duration of twelve months, beginning either in January to February or in the month of July to August, as the case may be, of every calendar year.
- e) "Conventional mode" means a mode of providing learning opportunities through face-to-face interaction between the teacher and learner in a regular class room environment but does not exclude supplementary instructions, if any, for the learner through the use of online.
- f) "Credit" means the Unit award gained by a learner with study efforts of the minimum number of hours required to acquire the prescribed level of learning in respect of that Unit.
- g) "Degree" means a degree specified under sub-section (3) of section 22 of the Act.
- h) "Dual Mode University" means a Higher Educational Institution offering programmes under conventional mode and also under Open and Distance Learning mode and/or Online mode.

"e-Learning Material" means contents in the form of structured course material, as a part of one or more courses in the Online Programme in digital format delivered through a Learning Management System, which is inter alia self-explanatory, self-contained, self-directed at the learner, and amenable to

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self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study, but does not include text-books or guide-books; as defined in these regulations.

- j) "Examination Centre" means a place where examinations are conducted, inter alia, for assessment of the learners pursuing programmes under Open and Distance Learning mode and Online mode and is having the requisite infrastructure relevant to respective mode of education, including adequate manpower for smooth conduct of examinations and adhering to such minimum standards as specified in these regulations.
- k) "Learning Management System" means a system to keep track of delivery of e-Learning Programmes, learner's engagement, assessment, results, reporting and other related details in one centralised location.
- l) "Learner Support Centre" means a centre established or recognised by the Higher Educational Institution for advising, counselling, providing interface between the teachers and the learners, rendering any academic and any other related service and assistance required, inter alia, by the learners of Open and Distance Learning mode.
- m) "Proctored Examination" means the examination conducted under the supervision of approved person or technology enabled proctoring which ensures the identity of the test taker and the integrity of the test taking environment, either in pen-paper mode or in computer based testing mode or in full-fledged Online mode; as permissible in Open and Distance Learning mode and Online mode under these regulations.
- n) "Online Mode" means a mode of providing flexible learning opportunities by overcoming separation of teacher and learner using internet, e-Learning Materials and full-fledged programme delivery through the internet using technology assisted mechanism and resources.
- o) "Self-Learning e-Module" for Online mode means a modular unit of course material in e-learning form which is inter alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study and includes contents in the form of a combination of the following e-Learning content, namely:-
 - (i) e-Text Materials;
 - (ii) Video Lectures;
 - (iii) Audio-Visual interactive material;
 - (iv) Virtual Classroom sessions;
 - (v) Audio Podcasts;
 - (vi) Virtual Simulation; and
 - (vii) Self-Assessment Quizzes or Tests;
- p) "MOOCs" shall have the same meaning as assigned under sub-regulation 3.6 of regulation 3 of UGC (Credit Framework for Online learning courses through SWAYAM) Regulations, 2016.

- q) "SWAYAM" (Study Webs of Active Learning for Young Aspiring Minds) means the learning management system as specified in the UGC (Credit Framework for online learning courses through SWAYAM) Regulations, 2016.

II Programmes

- i) Being a Category-I University, DD&OE is permitted to start full-fledged Online Programmes without prior approval of the UGC, provided it satisfies all the conditions mentioned in the UGC Regulations 2020.
- ii) The Directorate of Distance and Online Education (DD&OE) shall offer Degree, Master's Degree and Postgraduate Diploma Programmes in Online mode provided all such Programmes are duly approved by its statutory bodies and the Programmes are eligible as per the following criteria:
 - a) Those programmes which are offered in Conventional mode are offered in Online mode.
 - b) Programs and courses delivered through online learning shall meet the same quality standards as Conventional mode programmes and courses.
 - c) The programme needs to be on offer by the DD&OE in ODL mode with at least one batch passed out.
 - d) Programmes requiring practical or laboratory course as a curricular requirement are not eligible through Online mode, except in cases where practical component is limited to programming and coding, including software tools.
- iii) A Programme shall be offered in DD&OE only after the preparation of Programme Project Report (PPR) and its approval by the respective statutory bodies, viz. BoS, Academic Council, etc.
- iv) DD&OE, University of Jammu, shall offer programmes in Online mode with total credits and minimum duration for the programmes kept the same as that of corresponding programmes in conventional mode.

III Duration of the Programmes

- i) The minimum duration for completion and award of degrees at the undergraduate and postgraduate levels in Online mode shall be in accordance with the UGC notification of specification of degrees, 2014.
- ii) The minimum duration for completion and award of postgraduate diploma shall be two years.
- iii) The maximum duration for completion and award of degree at the undergraduate and postgraduate levels or postgraduate diploma in Open and Distance Learning mode and Online mode shall be double the minimum duration of the respective programmes as per items (i) and (ii).

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IV Curriculum and Developing of e-Materials

- i) The curriculum/syllabi approved for the Programmes offered in conventional mode shall be the curriculum for Online Programmes offered in DD&OE.
- ii) The norms for developing and delivering Online Programme/Course of the DD&OE shall be the same as the SWAYAM norms suggested from time to time.
- iii) The courses shall follow the following four-quadrant approach, as per the SWAYAM Guidelines:-
 - (a) Quadrant-I is an e-Tutorial which shall contain Video and Audio Content along with the transcription of the video.
 - (b) Quadrant-II is e-Content, which shall contain self-instructional material (digital Self Learning Material), e-Books, illustrations, case studies, presentations etc, and also contain Web Resources.
 - (c) Quadrant-III is the Discussion forum for raising doubts and clarifying the same on real-time by the Course Coordinator or her/his team. For every 250 learners registered for a programme one Mentor shall be appointed per course to facilitate the Course Coordinator. The Mentor shall be the subject matter expert adept in handling technology.
 - (d) Quadrant-IV is Assessment which shall contain Problems and Solutions, Multiple Choice Questions, Fill in the blanks, Matching Questions, Short Answer Questions, Long Answer Questions, Quizzes, Assignments and solutions, Discussion forum topics and setting up the FAQs, Clarifications on general misconceptions.
- iv) The Subject Committee constituted for each Programme deliberate and finalise the modus operandi regarding the unique features of the development of e-content, delivery and assessment of learners for offering the Programme in Online mode.
- v) The digitized form of SLMs (eSLMs) prepared for ODL programmes shall be used for Online Programme.
- vi) At least 60 per cent of e-Learning Material shall be developed by the in-house faculty of the University of Jammu. The UGC Regulations permit the DD&OE to source remaining material from SWAYAM and other Open Educational Resources (OERs).

V Programme Delivery

- i) An Online Programmes Coordinator nominated/appointed by the Competent Authority with the recommendation of the Director, DD&OE, shall be responsible for the delivery of Online Programmes. A Teacher-Incharge, nominated by the Director, DD&OE, will look after the academic aspects related to Programme offered in the concerned discipline. For mentoring and counselling (synchronous and asynchronous) support services, D&OE either appoint experts on a contractual basis or source the services of external experts on a remuneration or consultancy basis.

- ii) The DD&OE shall frame guidelines for learner support services which is made accessible to all the Coordinators/ Counsellors/ Mentors and to the learners.
- iii) The learner support services established by the DD&OE shall include broadly the following, namely:-
 - (a) pre-admission counselling for prospective learners to provide information to facilitate them in making an informed decision on joining a specific programme;
 - (b) support for admission-related matters;
 - (c) details of learning material;
 - (d) a full-time dedicated help desk well-versed with the learner information database providing single window services for all learner-related queries.
- iv) The DD&OE shall adhere to the norms recommended by the UGC Online Regulations 2020 while delivering the Programmes offered through Online Mode (Annexure I)
- v) Active engagement of Learner in Online or virtual classes shall be monitored through the participation in asynchronous or synchronous discussions, assignment activity and Programme involvement.
- vi) The analytics of Learning Management System shall be used for ensuring the learner's participation for at least two hours every fortnight.

VI Evaluation\Examinations

- i) The DD&OE shall adopt the guidelines issued by the UGC for the conduct of proctored examinations for Online Programmes it offers.
- ii) The Subject Committee and the BoS of the respective Programmes and other statutory bodies of the University of Jammu shall determine the evaluation methodology for each Programmes offered in Online mode.
- iii) The evaluation shall include two types of assessments; (i) continuous or formative assessment; and (ii) summative assessment in the form of end semester or term-end examination.
- iv) The weightage for different components of assessments for both Open and Distance Learning mode and Online mode shall be as under:
 - (a) continuous or formative assessment (in semester): Maximum 30 per cent;
 - (b) summative assessment (end semester examination or term end examination): Minimum 70 per cent.
- v) The PPR prepared for each Programme shall include the details of assessment tools to be used for formative and summative assessments.
- vi) The DD&OE shall conduct formative/internal assessments examinations either using technology-enabled online tests or through home-based assignments.
- vii) For Summative/term-end examinations, as per the examination norms

recommended by the UGC Regulations, the DD&OE shall conduct either using Computer based test or pen and paper test in a proctored environment in a designated test centre with all the security arrangements ensuring transparency and credibility of the examinations.

- viii) As restriction of territorial jurisdiction is not applicable for Online Programmes, and also the institutions are permitted to admit international students, the DD&OE shall conduct online examinations through technology-mediated remote proctoring. Remote Proctoring shall involve image capturing in intervals or video streaming of the candidate through a webcam or screen capturing of the current access screen of the candidate.
- ix) The attendance of examinees shall be authenticated through a biometric system as per Aadhaar details or other Government identifiers for Indian learners and Passports for International learners.
- x) Each test room shall have proctoring facility either through human proctors or through technology-mediated remote proctoring.
- xi) Only those students/clients who have completed a minimum participation of 75 per cent in all (four Quadrant) activities of the Online Programme are permitted to appear for end semester examination.
- xii) All processes of assessment of learners in different components of Examination shall be directly handled by the University of Jammu and no part of the assessment shall be outsourced.

VII Admissions / Registration

- i) The admission to the approved Online Programme shall be announced through the Online Portals of the University of Jammu and DD&OE, and through print media.
- ii) A Learner residing within or outside India is entitled to take admission in Online Programmes offered by DD&OE.
- iii) The Domestic Learners shall be required to provide an Aadhaar number, or other government recognised identifier to the DD&OE.
- iv) All International learners shall authenticate their credentials through Passports only. These learners shall pursue Online programmes from their country of residence.
- v) DD&OE, University of Jammu shall provide the details of all International learners enrolled immediately after the beginning of the academic session to the Ministry of External Affairs, Ministry of Education and University Grants Commission.
- vi) The DD&OE shall register the learners through a web application with supporting documents.
- vii) The DD&OE shall source the services of various payment gateways using Digital Payment system to collect various fees and user charges.
- viii) A learner enrolled for Online Programme allowed to mobile between one mode

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of programme to another mode. Provided that in case a programme is under the domain of a Regulatory Authority/statutory council, University of Jammu shall take permission from the concerned regulatory authority/statutory council for mobility of learners under such programmes.

VIII Learner Management System (LMS)

- i) The Courses of the Online Programmes shall be delivered through Learners Management System (LMS) developed exclusively for the DD&OE, or LMS of the University of Jammu, or the SWAYAM Portal.
- ii) The LMS tracks the delivery of Programme, learner's engagement, participation in discussion forums, assessment, results, and reporting supported by analytical tools to facilitate the teachers to extract and use the relevant reports.
- iii) The LMS shall allow learners to access courses on different devices, i.e. Personal Computers, Laptop, tab or smart phones.
- iv) The LMS shall foster communication and peer-to-peer interaction among learners with features such as online chats, discussion forums, user groups, built-in messenger, etc.
- v) The LMS shall facilitate the learners to complete their formative assessment.
- vi) The LMS shall have provisions for Synchronous Interaction provisions (video/audio conferencing, live chat, etc.), Asynchronous Interaction provisions (Discussion Forums, Blogs, Wikis, etc.), Learner engagement provisions (interactive content, activity management, group projects), Peer group interaction provisions (social media integration, group activity, breakout rooms, etc.), Dashboard options for all the learners, etc.

IX Staff

- i) The DD&OE shall carry out Online Programmes by nominating/appointing one Online Programmes Coordinator, one Teacher-Incharges for each Programme offered, Course Coordinators, Mentors, Counsellors, supporting technical staff for production and delivery, Office and Record maintaining supporting staff, help desk, and coordination staff, etc.
- ii) Staff required for individual Online Programme, particularly for synchronous and asynchronous activities, shall be determined on a time-to-time basis considering the enrolment of the learners in that Programme.

X Infrastructure

- i) The DD&OE shall develop the infrastructure and technology required for offering Online Programmes, which include Audio and Video Studios/Labs, graphics/animation labs, servers, networked computers, for Admissions, Student Registration, production and dissemination of e-Material, conduct

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Online Live Sessions, facilitate discussion forums, and conducting Online proctored examinations.

- ii) The DD&OE shall provide online guidance and counselling facilities to the learners.
- iii) The DD&OE shall also engage private production/technology firms if internal facilities are not sufficient to meet the requirements of Online Programmes.

XI Financial Components

- i) The Online Programmes offered through DD&OE shall be on the basis of Self-Financing.
- ii) The fee for the Online Programmes shall be determined as per the norms of the University, factoring the cost of the programme of delivery.
- iii) In order to provide opportunities for Higher Education to a larger segment of the population and to promote the educational wellbeing of the community in general, the fee structure shall be devised in such a manner that it is affordable to all the stakeholders, including students from the deprived sections of society.
- iv) The payment norms for various activities involved in the development, delivery and assessment for Online Programmes will be decided by the University of Jammu from time to time while giving utmost importance to the quality of delivery.

XII Centre for Internal Quality Assurance (CIQA)

- i) The Centre for Internal Quality Assurance, which was established to monitor ODL Programmes offered by DD&OE, shall also monitor the quality of the Programmes offered through Online mode.
- ii) The CIQA shall develop and put in place a comprehensive and dynamic internal quality assurance system to ensure that programmes of ODL and Online mode are of acceptable quality and further improved on continuous basis.
- iii) The CIQA ensures that the quality of programmes of study offered through Open and Distance Learning mode and/or Online mode are maintained at par with standards as defined for the conventional mode of teaching.
- iv) The CIQA shall take adequate measures for training and capacity building of its teaching and administrative staff and counsellors/co-ordinators/mentors at regular intervals.
- v) The CIQA shall exhibit copies of the approval letters duly obtained or received from the concerned statutory or regulatory authority or council to offer programmes under its domain on the websites of the DD&OE and the University of Jammu.

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XIII Grievance Redressal System

- i) As per the UGC Regulations 2020, the DD&OE shall institute a system of Grievance Redressal to address the grievances of the Learners.
- ii) The DD&OE shall provide an online facility for submitting grievances and tracking their status.
- iii) The DD&OE shall also monitor the effectiveness of its Grievance Redressal Procedures in addressing the grievances of the Learners on a time-to-time basis.
- iv) The DD&OE shall address the grievances in a timely manner so as to lessen interruption in the learning process of the learner.

XIII Assessment and Audit

- i) The CIQA shall assess all the Online Programmes offered through DD&OE, University of Jammu, once a year in the format prescribed by the UGC and upload the Report on quality assurance on its website before the end of the academic year.
- ii) The DD&OE shall source the services of the third party for an academic audit once every five years and place the same on its website.

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Annexure I

Norms for Delivery of Courses in Online Mode

S. No.	Credit value of the course	No. of Weeks	No. of Interactive Sessions		Hours of Study Material		Self-Study hours including Assessment etc.	Total Hours of Study (based on 30 hours per credit)
			Synchronous Online Counselling/ Webinars/ Interactive Live Lectures (1 Hour per week)	Discussion Forum/ asynchronous Mentoring (2 hours per week)	e-Tutorial in hours	e-Content hours		
1.	2 credits	6 weeks	6 hours	12 hours	10	10	22	60
2.	4 credits	12 weeks	12 hours	24 hours	20	20	44	120
3.	6 credits	14 weeks	14 hours	28 hours	30	30	66	180
4.	8 Credits	16 weeks	16 hours	32 hours	40	40	88	240

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PROGRAMME PROJECT REPORT (PPR)

Master of Commerce (M.Com.)

Online Programme

Directorate of Distance & Online Education (DD&OE)

University of Jammu

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12/7/2023

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(Prof. Sandeep Tandon)

Introduction

The University Grants Commission (UGC) modified the ODL regulations in 2020 to permit Higher Educational Institutions (HEIs) to offer Online Education across India. The Regulations 2020 are allowed Category-I HEIs (having NAAC rating of 3.01 and above OR NIRF Universities Ranking in the top100) to offer ONLINE Programmes through their ODL institutions without prior approval from the UGC.

The benefits of Online Education are well-known. It is user-friendly, flexible, result driven, and most beneficial for students pursuing jobs or some other programmes. Considering this, the Directorate of Distance and Online Education (DD&OL) intends to offer a Master of Commerce (M.Com.) Online Programme from the academic Session 2023-24.

Programme Objectives

Master of Commerce (M.Com.), a two-year post-graduate degree programme, is one of the oldest programmes offered through ODL mode by the University of Jammu. It was the first Masters level programme approved by the University of Jammu to offer through Distance education in 1985.

M.Com. Programme offered in the University of Jammu, in conventional and ODL mode, aims to equip students with the knowledge, skills and competence to develop problem-solving aptitude towards business and service issues, to meet challenges of the modern day-to-day business organizations and to mould them into future visionaries, management leaders and responsible citizens.

The courses of M.Com. programme have been designed and continuously revised to promote better understanding among the students of the contemporary issues confronting the business world and the economy and to instil entrepreneurship. The contents of the courses have been improved to provide insight into research in functional areas like marketing, taxation, financial and human resources and other allied and interdisciplinary areas. The courses have been designed in line with an outcome-based approach which requires specification of Course Outcomes and Course Learning Outcomes.

The main objectives of the Programme are as follows:

- to develop Commerce professionals with specialised skills and competencies in theoretical and practical knowledge in the domains of Human Resources, Finance, Banking, Taxation and Marketing;
- to train the learners to develop conceptual, applied and research skills as well as competencies required for effective problem-solving and right decision-making in various professional environments;
- to equip students with the knowledge related to the role of regulatory bodies in corporate and financial sectors;

- to enable the learners with knowledge, skills and attitude to meet the requirements of the job market and/or to become self-employed;
- to acquaint the learners with the emerging trends, contemporary issues and practices of the national and international business houses;
- to develop integrated strategies using a wide variety of tools and techniques to meet emerging opportunities and challenges;
- to facilitate an all-round development of the student by sensitizing towards the ethical and social needs of society;
- to prove proficiency with the ability to conduct research and higher studies like Ph.D., CS, CA, ICWA, etc.

Relevance of the Program With HEI's Mission and Goals

The M.Com. Online Programme offered through DD&OE intends to carry forward the larger Vision and Mission of the University of Jammu. The Programme Objectives mentioned above are aimed at advancing the following broader Vision and Mission of the University:

Vision

The University of Jammu strives to be an institution of excellence that constantly responds to changing social realities through the creation and application of knowledge and contributes towards a pupil-centred and just society that nurtures innovation, protects dignity and ensures equality.

Mission

The University of Jammu aims to become an innovative knowledge institution capable of meeting the knowledge challenges of 21st century and contributing to balanced socio-cultural and economic development.

To realize the above-stated goals of the University, M.Com. Online Programme offered through DD&OE provides opportunities for all those who want to nurture their creativity in an unconventional educational environment with a self-driven urge to enhance life skills and opportunities, particularly those segments of society that are not in a position to continue their education in a regular mode.

Nature of Prospective Target Group of Learners

The primary goal of M.Com. Programme through Online Mode is to provide a higher level of education to those interested in pursuing a career as a specialist in any commerce-related field. Many working professionals opt for online education in M.Com programme to improve their skills and gain an advantage in today's competitive market.

Due to diverse specializations available in Commerce, Finance, Taxation, Marketing, and HRM, many students are opting for M.Com. programme to find their foot in the job

market. Due to this there is a considerable demand for the programme in conventional mode. Since many students cannot secure admission in regular department, they seek admission in M.Com. programme offered through distance mode. However, considering the limitations of the distance mode, particularly related to classroom experiences, reduced teaching hours, not having peer-to-peer interactions, many students prefer to opt for Online education as it addresses some of these limitations.

Considering the factors mentioned above, the DD&OE intends to offer M.Com. programme to diversify its portfolio of the programmes and also to serve the following target groups:

- The undergraduate students who failed to secure admission in regular department and still looking for better learning experiences in the field of Commerce;
- The students who could not pursue higher education due to financial and other constraints;
- Learners interested in pursuing a career in the commerce stream and in gaining a professional advantage;
- Learners interested in enhancing their knowledge, understanding, and acquire skills in finance, banking, marketing, taxation, accounting, HRM, and other related fields.
- Housewives, retired employees and other socio-culturally and economically disadvantaged graduates who cannot afford higher education through conventional mode.
- The professionals with an undergraduate degree in commerce who develop a flair for research and look for a way forward to improve their qualifications.

Appropriateness of Programme to be Conducted in Online Mode to Acquire Specific Skills and Competence

M.Com. is one of the most popular programmes in University of Jammu. Many of the bright students who sought admission in the Department are serving not only in India but also abroad. Many luminaries who served the Department earlier brought a lot of respect and reputation with their teaching and research. Therefore, it attracts a larger pool of applicants for its M.Com. programme. Since it cannot provide admission to all those applicants, the University of Jammu intends to start M.Com. in distance mode to accommodate a large number of these applicants.

The students who joined in distance mode often express disappointment in not securing admission to the conventional programme. According to them, conventional teaching and peer-to-peer interaction equip them with intellectual depth and application skills. A significant section of distance learners are looking for more interactive sessions and discussion forums which enable them to overcome the limitations of distance education.

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The Online Programme of M.Com. in DD&OE is designed to cater to the interests of the above-mentioned category of the students, the group which failed to secure admission in conventional mode but striving to attain the same conceptual and skill sets that conventional programme provides.

Instructional Design

Online M.Com. programme of DD&OE will adopt the same syllabi as followed by the PG Department of Commerce, University of Jammu. M.Com syllabi contain six subjects in the I and II Semesters and seven in III and IV Semesters each with specific course codes as in the Choice Based Credit System (CBCS) scheme. The Online M.Com. Programme carries 24 credits in each of I and II semesters, and 28 credits each in III and IV semesters, i.e., a total of 104 credits.

Each course in the Programme is divided into Units and Modules to provide a clear understanding to the learners on focused areas and subject matter of these areas. Generally, a course has been divided into four Units and each Unit will have 5 lessons. Therefore, each course contains four Units and 20 Modules.

Open Choice will be offered to the students in 4th Semester in Online M.Com. programme. Subjects of Open Course will be the same as offered in PG Department of Commerce in the University of Jammu. However, the DD&OE is authorized to offer any other Subjects available in the Directorate, other than Commerce, or from Swayam/MOOCs Portal in case particular Subject Experts are not available to teach.

A detailed Curriculum/syllabus approved by the BoS for M.Com. Online Programmes is given separately in **Annexure I**. The broader structure of the courses offered in four semesters at present are outlined here.

M.Com. Online Programme Structure (Courses Outline of Semester I, II, III & IV)

S.No.	Coursecode	Coursetitle	Credit	Natureof the Course
SEMESTERFIRST				
1	PSCOTC150	FinancialReporting	4	CORE
2	PSCOTC151	GST LawandPractice	4	
3	PSCOTC152	OrganisationalBehaviour	4	
4	PSCOTC153	ManagerialEconomics	4	
5	PSCOTC154	BusinessStatistics	4	
6	PSCOTC160	Seminar	4	
TotalCredits			24	
SEMESTERSECOND				
1	PSCOTC250	AdvancedAccounting	4	
2	PSCOTC251	StrategicManagement	4	

3	PSCOTC252	FinancialManagement	4	CORE
4	PSCOTC253	HumanResourceManagement	4	
5	PSCOTC254	MarketingManagement	4	
6	PSCOTC260	SummerTrainingProject Report	4	
TotalCredits 24				
SEMESTERTHIRD				
1	PSCOTC350	EntrepreneurshipandNewVentur es	4	CORE
			4	
2	PSCOTC351	BusinessResearchMethods	4	
3	PSCOTC360	CorporatePresentation		
ONEOFTHETHREE GROUPS				
Finance&Accounting				
1	PSCOTFC352	FinancialMarketsandInstitutions	4	MAJOR
2	PSCOTFC353	InvestmentManagement	4	
3	PSCOTFE354	AdvancedCostAccounting	4	MINOR(Any oneof thetwo)
4	PSCOTFE355	BehaviouralFinance	4	
Marketing				
1	PSCOTMC35 2	InternationalMarketing	4	MAJOR
2	PSCOTMC35 3	ServicesMarketing	4	
3	PSCOTME35 4	ConsumerBehaviour	4	MINOR(Any oneof thetwo)
4	PSCOTME35 5	RetailManagement	4	
HRM				
1	PSCOTH352	StrategicHRM	4	MAJOR
2	PSCOTH353	HRD	4	
3	PSCOTHE354	ManagementofTransformation	4	MINOR(Any oneof thetwo)
4	PSCOTH355	KnowledgeManagement	4	
OPENCOURSE(ForotherthanCommerce Students)				
1.	PSCOTOC356	FinancialPoliciesandPractices	4	
TotalCredits 28				
FOURTH SEMESTER				
1	PSCOTC450	InternationalBusiness	4	CORE
2	PSCOTC451	E-Commerce	4	
3	PSCOTC460	ComprehensiveViva-Voce	4	
ONEOFTHETHREE GROUPS				
Finance&Accounting				
1	PSCOTFC452	InternationalFinance	4	MAJOR
2	PSCOTFC453	ManagementControlSystem	4	
3	PSCOTFE454	FinancialPlanning	4	MINOR(Any oneof thetwo)
4	PSCOTFE455	FinancialEconometrics	4	

Marketing				
1	PSCOTMC452	BrandManagement	4	MAJOR
2	PSCOTMC453	StrategicMarketing	4	
3	PSCOTME454	Business-To-BusinessMarketing	4	MINOR(Any oneof thetwo)
4	PSCOTME455	SupplyChainManagement	4	
HRM				
1	PSCOTHC452	LegalandSocialSecurity	4	MAJOR
2	PSCOTHC453	PerformanceManagementand RewardSystem	4	
3	PSCOTHE454	TalentManagement	4	MINOR(Any oneof thetwo)
4	PSCOTHE455	International Human Resource Management	4	
OPENCOURSE				
1	PSCOTOC456	CreativityandInnovation	4	
Totalcredits 28				
TOTALCREDITS FOR THE PROGRAMME:104				

Subject Committee

Approval from the members of Subject Committee in Online M.Com. programme will be sought at the time of change in the syllabi for bifurcation of Modules for course delivery to the Distance Learners and allotment of E-content preparation as well as Video Lectures to the respective Subject Experts.

The, Teacher-Incharge, Online M. Com Programme, who will be appointed/nominated by the Competent Authority, shall be authorized to make any changes in academic component with the prior approval of the Director, DD&OE and Online M.Com Subject Committee from time to time.

Delivery of the Programme

Online M. Com programme shall adopt the four-quadrant approach as mentioned below:

1. Quadrant I is e-tutorial in which learners will have either Live lectures OR will be provided recorded videos along with the course content in the form of lectures through Online web link on DD&OE website. Each subject carrying 4 credits course will have 20 hours of video content.
2. Quadrant II is e-content which shall contain digital Self Learning material and will be made available to the learners on DD&OE website in the form of 20 hours of reading material of 20 Modules in each course prepared by the subject experts.

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3. Quadrant III is the discussion forum for raising of doubts and clarifying the same by the subject experts through online web link available on DD&OE website for two hours in every 14 days. One Mentor will also be appointed for every 250 learners who will guide them throughout the period of the study of two years. The Mentor shall be the subject expert with knowledge of latest technology. In this quadrant the Interactive sessions will be of two types: Synchronous Online Counselling and asynchronous Mentoring. In Synchronous Online counselling, learners will drop queries on the designated portal/ query box and will receive immediate feedback from either through phone call or video call which will be of 1 hour per week i.e 12 hours in total by the Subject experts whereas, in Asynchronous learning, learners can learn at their own pace with the duration of 2 hours per week i.e 24 hours in total.

Studio will be used for Audio-Video production and to conduct proctored Exams/Tests. Videos will be prepared by Subject experts from the venue of their own choice or in the studio of DD&OE.

4. Quadrant IV integrates learning with evaluation pattern. The DD&OE evolves a dynamic evaluation system for its learners involving home based assignments, individual and combined projects and seminars, multiple-choice questions, quizzes, short and long answer questions in a proctored environment.

Following the UGC norms, the instruction is designed as per the credits allocated for each course. The learner programme guide and the self-learning material are pressed into the service to promote quality and excellence. The study material is structured in simple, logical, accurate, realistic time frame.

Procedure for Admissions, Curriculum Transaction and Evaluation

The DD&OE follows a robust system of processes in delivering of its programmes. It prepares an academic calendar for every academic session, indicating the admission schedule, the fee structure, delivery of E-Materials, Live Lecture sessions, evaluation pattern, etc.

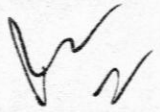
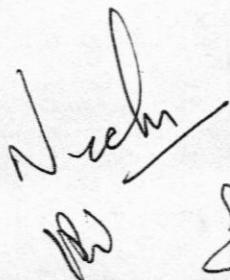
Admission Procedure

A candidate seeking admission to M.Com. (Online Programme) should have passed/appeared in the final year of B.Com. General/B.Com. Hons/BBA/PGDBM Examination.

OR

A candidate should have passed any other Bachelor's Degree with 60% Marks.

Note: The eligibility shall be revisited from time to time as per requirements and University norms with the approval of the Competent Authority.



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For seeking admission, the learners residing in India shall have to submit the details of Aadhar Card and in the case of International Learners, submission of the details of a Passport shall be mandatory. A unique ID will be issued to the Learner at the time of admission which will be used by him/her throughout the period of the study.

Evaluation/Examinations

The evaluation pattern for Online M.Com. Programme offered through DD&OE will be determined by the respective BoS on a time-to-time basis. As per the UGC Regulations, the Formative (Internal) Assessment will be 30%, and the Summative (term-end) Assessment will be 70%. The internal and end-semester examinations will be conducted in a proctored form.

Examination Pattern

- External: 70 Marks (Term-end Exam)
- Internal Assessment: 30 Marks

A) External Assessment

External Assessment will comprise of **70 Marks** containing four sections

Section -A: 10 Marks

Section A comprises of 10 MCQs of 1 Mark. All questions are compulsory.

Section B: 15 Marks

Section B comprises of 5 Questions of Short Answer type. Each question carry 3 Marks. All questions are compulsory.

Section C: 25 Marks

Section C will comprise of 5 Questions of 5 Marks with internal choice.

Section D: 20 Marks

Section D will comprise of 2 Questions of 10 Marks integrated questions. All questions shall be compulsory.

B) Internal Assessment

Internal Assessment will consist of **30 Marks**. It shall comprise of Minor-I and Minor-II Tests.

Minor-I will be of 15 Marks which will comprise of five multiple choice questions of 3 marks from Units I and II

Minor-II will be of 15 Marks comprising five short answer type questions of 3 marks each from Unit-III & IV.

Note: The assessment (internal/external) shall be revisited periodically as per requirements from time to time with the approval of the Competent Authority.

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Fee Details (Annual)

S.No.	Annual Fee (Semester I&II)	Fee (in Rs.) For Indian National	Fee for Foreign Candidates
1.	Tuition & Programme Fee (All academic/online activity including Digital, Material, Engagement Costs, Video, PPT, Mentorship, Seminar, Viva-Voce, Webinars, Counselling etc.)	15,000/-	400 USD
2.	Support Services & Miscellaneous Fee (Administration, Technical, Infrastructural & Operational requirements, Alumni Fee etc.)	3,750/-	100 USD
3.	Assessment, Evaluation Fee etc. (Evaluation, Creation of Question Bank, Degree Fee etc.)	2,500/-	75 USD
4.	Library, ICT & Digital Resources Fee	2,500/-	75 USD
5.	CIQA & General Development Fund	1,250/-	50 USD
	Total	25,000/-	700 USD

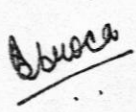
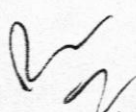
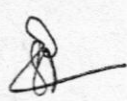
Note: Examination Fee is extra as per University norms.

*The fee shall be revised from time to time as per requirements and University norms with the approval of the Competent Authority.

Human Resources to Deliver the Programme

For smooth conduct of the Online M. Com programme the following human resources management system will be followed by DD&OE.

- Permanent Faculty, Staff and other Administrative requirements for the online programmes shall be presented to Competent Authority separately for consideration and approval.
- To begin with, existing resources of Non-Teaching Staff in DD&OE shall be utilized. However, for teaching requirements, visiting faculty/experts from across the country and globe, on the approval of the Competent Authority, based on the recommendations of the Director, DD&OE shall be engaged by invitations.



- (c) Honorarium @ Rs. 2,500/- per hour for video, online class/session, mentorship, counselling, any other academic online activities etc., as per statutes shall be paid to visiting faculty/experts for delivery of courses in a programme.

Library Resources and Laboratory Support

The Directorate has adequate infrastructure for Personal Contact Programmes and Counselling Sessions. The Directorate has a well-stocked library with a collection of about 40,000 books, magazines and periodicals. The e- resources in the library are accessed through UGC-Infonet Digital Library Consortium. It has computer laboratory with internet and wi-fi facility also. To facilitate the Online Programme, DD&OE is planning to acquire more e-resources at the earliest.

The Directorate is already having a computer lab with network facility, which will be used for meeting the requirements of IT-related services. The DD&OE is also constructing the Digital Studios to manage the Academic and Administrative components of the Online Programmes with quality and professionalism.

Quality Assurance Mechanism and Programme Outcomes

The Quality Assurance Mechanisms institutionalised by the DD&OE and the M.Com. Online Programme's expected outcomes are outlined below.

Quality Assurance Mechanism

Following the UGC Regulations 2020, the University of Jammu has institutionalised a Centre for Internal Quality Assurance (CIQA) for supporting and monitoring all the programmes (ODL and Online) offered through the DD&OE. Chaired by the Vice-Chancellor, the CIQA meets twice in a year to deliberate the academic quality of the programmes offered through DD&OE, quality of the delivery of the programme, functioning of the mechanisms placed for feedback and addressing the grievances of the learners, capacity-building aspects related to teaching and non-teaching staff, accuracy of the information provided, management of the website in disseminating the all relevant information, adherence to the academic calendar prepared in the beginning of the every academic session, systems and processes institutionalised for conducting examinations credibly, functioning of learning-support services, etc.

Expected Programme Outcomes

- The advancement of commercial knowledge would contribute positively towards the betterment of the society or to take up consultancy to help business units leverage on better managerial decisions.
- The students after completing the program should inculcate the following skills:
- The techniques of managing the business with special focus on marketing, taxation and finance.

- Effective use of Statistical methods for analysing business data.
- Adopt a suitable corporate tax planning and management for the growth of business within the legal framework.
- Investment and portfolio management skills to examine different investment schemes with respect to risk and return and to construct optimum portfolio.
- Analyse the role of regulatory bodies in the management of corporate and financial sectors.
- Develop comprehensive understanding on emerging trends, contemporary issues and practices of the national and international business houses.
- Adopt a reflective approach to personal development and pursue continuous professional development.
- Plan and undertake independent research in a chosen discipline.
- Become a responsible citizen and contribute meaningfully to social and economic well-being of the nation.

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PROGRAMME PROJECT REPORT (PPR)

Master of Arts in English (MA English)

Online Programme

Directorate of Distance & Online Education (DD&OE)

University of Jammu

Neel Kumar

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Introduction

The University Grants Commission (UGC) modified the ODL regulations in 2020 to permit Higher Educational Institutions (HEIs) to offer Online Education across India. The Regulations 2020 are allowed Category-I HEIs (having NAAC rating of 3.01 and above OR NIRF Universities Ranking in the top 100) to offer ONLINE Programmes through their ODL institutions without prior approval from the UGC.

The benefits of Online Education are well-known. It is user-friendly, flexible, result driven, and most beneficial for students pursuing jobs or other programmes. Considering this, the Directorate of Distance and Online Education (DD&OL) intends to offer a Master of Arts in English (MA English) Online Programme from the academic Session 2023-24.

Programme Objectives

Master of Arts in English (MA English) is a two-year postgraduate programme offered in the University of Jammu in conventional as well as in ODL mode. The MA English Programme offered in conventional and ODL mode enable the students to identify, analyse, interpret, and describe the critical ideas, values, and themes that appear in literary and cultural texts and understand the way these ideas, values, and themes inform and impact culture and society, both now and in the past. The courses of MA English Programme have been designed and continuously revised to promote better understanding among the students of the contemporary issues of the discipline. The courses have been designed in line with an outcome-based approach which requires the specification of Course Outcomes and Course Learning Outcomes.

The main objectives of the Programme are as follows:

- to help the students acquire a deeper knowledge of literature, language, literary theory and research methodology;
- to enhance the literary and linguistic competence of students;
- to sensitize the students on issues like race, gender, religion, politics, economy and environment through a nuanced study of literature;
- to help the students acquire creative and critical thinking and develop analytical tools of their own;
- to create sensibility for literary appreciation in students and expose them to artistic and innovative use of language by writers and to various worldviews;
- To instil values and develop human concern in students through exposure to literary texts;
- to acquaint the learners with the knowledge of literary history, genre criticism, critical appreciation and perspective reading;

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- to facilitate an all-round development of the student by sensitizing towards the ethical and social needs of society.
- to enhance their aptitude to conduct research and pursue higher degrees like Ph.D.

Relevance of The Programme with HEI's Mission and Goals

The M.A. English Online Programme offered through DD&OE is intended to carry forward the larger Vision and Mission of the University of Jammu. The Programme Objectives mentioned above are intended to advance the following broader Vision and Mission of the University:

Vision

The University of Jammu strives to be an institution of excellence that constantly responds to changing social realities through the creation and application of knowledge and contributes towards a pupil-centred and just society that nurtures innovation, protects dignity and ensures equality.

Mission

The University of Jammu aims to become an innovative knowledge institution capable of meeting the knowledge challenges of 21st century and contributing to balanced socio-cultural and economic development.

One of the fundamental aims of University of Jammu is providing opportunities for learners at all levels. The M.A. English Online Programme offered through DD&OE is to provide opportunities for all those who want to nurture their creativity in unconventional educational environment with a self-driven urge to enhance life skills and opportunities, particularly those segments of the society that are not in a position to continue their education in a regular mode. The Online Programme offers more rewarding and inspiring environment thereby fostering freedom, empowerment, creativity and innovation through advanced technology. The programme is capable of enhancing the knowledge of learners in a manner to promote the literary aptitude, critical insight, socio-ethical values, capacity building and core competencies.

Nature of Prospective Target Group of Learners

The primary goal of MA English Programme through Online Mode is to provide a higher level of education to those interested in pursuing a career as a specialist in any English Language associated fields. Many professionals working in diverse fields such as education, media, corporate sector, content writing, public relations, marketing, etc. opt for MA English programme to improve their skills and gain an advantage in today's competitive market.

The DD&OE intends to offer MA English programme through Online mode to serve the following target groups:

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- The undergraduate students who failed to secure admission in regular department and still looking for better learning experiences in the field of Commerce;
- The students who could not pursue higher education due to financial and other constraints;
- Learners interested in pursuing a career in the field of English Language teaching, Mass and Social Media, Content Writing, Market and Public Relations, Communication and Content Writing, Online Portals and e-Commerce sites, Tele Calling, Translation, etc.;
- Housewives, retired employees and other socio-culturally and economically disadvantaged graduates who cannot afford higher education through conventional mode.
- The professionals with an undergraduate degree in English who develop a flair for research and look for a way forward to improve their qualifications.

Appropriateness of Programme to be Conducted in Online Mode to Acquire Specific Skills and Competence

MA English is one of the most popular programmes in University of Jammu. Many luminaries who served the Department earlier brought a lot of respect and reputation with their teaching and research. Therefore, it attracts a larger pool of applicants for its MA English programme. Since it cannot provide admission to all those applicants, the University of Jammu intends to start MA English in distance mode to accommodate the interested learners.

The learners who joined in distance mode often express disappointment in not securing admission to the conventional programme. According to them, conventional teaching and peer-to-peer interaction equip them with intellectual depth and application skills. A significant sections of distance learners are looking for more interactive sessions and discussion forums which enable them to overcome the limitations of distance education.

The Online Programme of MA English in DD&OE is designed to cater to the interests of the above-mentioned category of the students, the group which failed to secure admission in conventional mode but striving to attain the same conceptual and skill sets that the conventional programme provides.

Instructional Design

Online M.A. English programme of DD&OE will adopt the same syllabi as followed by the PG Department of English, University of Jammu. The syllabi contain four subjects in semester I, three core (compulsory) and one elective out of three in Semester II, three core (compulsory), one elective out of three subjects and one open course from other

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discipline or from Swayam/MOOCs Portal in Semester III, and three core (compulsory) and one elective out of five subjects and one open course from other discipline or from Swayam/MOOCs Portal in IV Semester. The Online M.A. English Programme carries 24 credits in I and II semesters, and 28 credits each in III and IV semesters, i.e., a total of 104 credits.

As a part of CBCS structure, Open Choice will be offered to the students in 4th Semester in the Online M.A. English programme. The DD&OE is authorized to offer any other Subjects available in the Directorate, other than English, or from Swayam/MOOCs Portal in case particular Subject Experts are not available to teach.

A detailed Curriculum/syllabus approved by the BoS for M.A. English Online Programmes is given separately in **Annexure I**. The broader structure of the courses offered in four semesters at present are outlined here. All the courses shown in below table carries 06 credits except for Open courses which are of 4 credits.

MA English Online Programme Structure (Semester I, II, III & IV)

Semester I

Course No.	Title	Credits
PSENTC 101	Drama I	6
PSENTC 102	Poetry I	6
PSENTC 103	Novel I	6
PSENTC 104	Literary Criticism	6

Semester II

Course No.	Title	Credits
PSENTC 201	Drama II	6
PSENTC 202	Poetry II	6
PSENTC 203	Novel II	6
PSENTE 204	Literature and Ecology	6
PSENTE 205	Classical Greek and Roman Literature	6
PSENTE 206	Professional Writing Skills	6

Semester III

Course No.	Title	Credits
PSENTC 301	Literary Theory I	6
PSENTC 302	American Literature I	6
PSENTC 303	Indian Writing in English	6
PSENTE 304	European Literature	6
PSENTE 305	Translation Studies	6
PSENTE 306	Dalit Studies	6
PSENTO 307	Communication Skills/MOOC Course	4

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Semester IV

Course No.	Title	Credits
PSENTC 401	Literary Theory II	6
PSENTC 402	Modern Poetry III	6
PSENTC 403	American Literature II	6
PSENTE 404	Colonial and Postcolonial Literature	6
PSENTE 405	South Asian Diaspora Writing	6
PSENTE 406	Indian Writings in English Translation	6
PSENTE 407	Gender and Literature	6
PSENTE 408	Gender and Popular Media	6
PSENTO 409	Gender and Art/ MOOC Course	4

Subject Committee

Approval from the members of Subject Committee in Online MA English programme will be sought at the time of change in the syllabi for bifurcation of Modules for course delivery to the Online Learners and allotment of E-content preparation as well as Video Lectures to the respective Subject Experts.

Delivery of the Programme

MA English Online programme shall adopt the four-quadrant approach as mentioned below:

1. Quadrant I is e-tutorial in which learners will have either Live lectures OR will be provided recorded videos along with the course content in the form of lectures through Online web link on DD&OE website. Each subject carrying 4 credits course will have 20 hours of video content.
2. Quadrant II is e-content which shall contain digital Self Learning material and will be made available to the learners on DD&OE website in the form of 20 hours of reading material of 20 Modules in each course prepared by the subject experts.
3. Quadrant III is the discussion forum for raising of doubts and clarifying the same by the subject experts through online web link available on DD&OE website for two hours in every 14 days. One Mentor will also be appointed for every 250 learners who will guide them throughout the period of the study of two years. The Mentor shall be the subject expert with knowledge of latest technology. In this quadrant the Interactive sessions will be of two types: Synchronous Online Counselling and asynchronous Mentoring. In Synchronous Online counselling, learners will drop queries on the designated portal/ query box and will receive immediate feedback from either through phone call or video call which will be of 1 hour per week i.e. 12 hours in total by the Subject experts whereas, in Asynchronous learning, learners can learn at their own pace with the duration of 2 hours per week i.e. 24 hours in total.

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Studio will be used for Audio-Video production and to conduct proctored Exams/Tests. Videos will be prepared by Subject experts from the venue of their own choice or in the studio of DD&OE.

4. Quadrant IV integrates learning with evaluation pattern. The DD&OE evolves a dynamic evaluation system for its learners involving home based assignments, individual and combined projects and seminars, multiple-choice questions, quizzes, short and long answer questions in a proctored environment.

Following the UGC norms, the instruction is designed as per the credits allocated for each course. The learner programme guide and the self-learning material are pressed into the service to promote quality and excellence. The study material is structured in simple, logical, accurate, realistic time frame.

Procedure for Admissions, Curriculum Transaction and Evaluation

The DD&OE follows a robust system of processes in delivering of its programmes. It prepares an academic calendar for every academic session, indicating the admission schedule, the fee structure, delivery of E-Materials, Live Lecture sessions, evaluation patterns, etc.

Admission Procedure

A candidate should have passed/appeared in B.A. (Hons) in English or passed Bachelor Examination with English Literature as one of the main/elective or additional subjects in at least 4 semesters.

OR

A candidate should have passed the Bachelor's Degree in any discipline with 60% marks.

Note: The eligibility shall be revisited from time to time as per requirements and University norms with the approval of the Competent Authority.

For seeking admission, the learners residing in India shall have to submit the details of Aadhar Card and in the case of International Learners, submission of the details of a Passport shall be mandatory. A unique ID will be issued to the Learner at the time of admission which will be used by him/her throughout the period of the study.

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The evaluation pattern for Online MA English Programme offered through DD&OE will be determined by the respective BoS on a time-to-time basis. As per the UGC Regulations, the Formative (Internal) Assessment will be 30%, and the Summative (term-end) Assessment will be 70%. The internal and end-semester examinations will be conducted in a proctored form.

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Examination Pattern

- External: 70 Marks (Term-end Exam)
- Internal Assessment: 30 Marks

A) External Assessment

External Assessment will comprise of **70 Marks** containing four sections.

Section -A: Multiple Choice Questions - 10 Marks

Section A comprises of objective type questions covering the entire syllabus. Twelve objectives, two from each unit, with four options each will be set. The candidate will have to attempt any ten out of twelve. (10x1=10)

Section B: Short Answer Questions - 10 Marks

Section B comprises of short answer type questions covering the entire syllabus. Four questions will be set, and the candidate will be required to attempt any two questions in about 80-100 words. Each answer will be evaluated for 5 marks. (5x2=10)

Section C: Long Answer Questions - 50 Marks

Section C comprises of long answer type questions covering the entire syllabus. Six questions, one from each unit, will be set and the candidate will be required to attempt any five questions in about 300-350 words. Each answer will be evaluated for 10 marks. (5x10=50)

B) Internal Assessment

Internal Assessment will consist of **30 Marks**. It shall comprise of Minor-I and Minor-II Tests.

- **Minor-I** will be of 15 Marks which will comprise of five multiple choice questions of 3 marks from Units I and II.
- **Minor-II** will be of 15 Marks comprising five short answer type questions of 3 marks each from Unit-III & IV.

Note: The assessment (internal/external) shall be revisited periodically as per requirements from time to time with the approval of the Competent Authority.

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Fee Details (Annual)

S.No.	Annual Fee (Semester I & II)	Fee (in Rs.) For Indian National	Fee for Foreign Candidates
1.	Tuition & Programme Fee (All academic/online activity including Digital, Material, Engagement Costs, Video, PPT, Mentorship, Seminar, Viva-Voce, Webinars, Counselling etc.)	15,000/-	400 USD
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- Honorarium @ Rs. 2,500/- per hour for video, online class/session, mentorship, counselling, any other academic online activities etc., as per statutes shall be paid to visiting faculty/experts for delivery of courses in a programme.

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Library Resources and Laboratory Support

The Directorate has adequate infrastructure for Personal Contact Programmes and Counselling Sessions. The Directorate has a well-stocked library with a collection of about 40,000 books, magazines and periodicals. The e-resources in the library are accessed through UGC-Infonet Digital Library Consortium. It has computer laboratory with internet and wi-fi facility also. To facilitate the Online Programme, DD&OE is planning to acquire more e-resources at the earliest.

The Directorate is already having a computer lab with network facility, which will be used for meeting the requirements of IT-related services. The DD&OE is also constructing the Digital Studios to manage the Academic and Administrative components of the Online Programmes with quality and professionalism.

Quality Assurance Mechanism and Programme Outcomes

The Quality Assurance Mechanisms institutionalised by the DD&OE and the MA English Online Programme's expected outcomes are outlined below.

Quality Assurance Mechanism

Following the UGC Regulations 2020, the University of Jammu has institutionalised a Centre for Internal Quality Assurance (CIQA) for supporting and monitoring all the programmes (ODL and Online) offered through the DD&OE. Chaired by the Vice-Chancellor, the CIQA meets twice in a year to deliberate the academic quality of the programmes offered through DD&OE, quality of the delivery of the programme, functioning of the mechanisms placed for feedback and addressing the grievances of the learners, capacity-building aspects related to teaching and non-teaching staff, accuracy of the information provided, management of the website in disseminating the all relevant information, adherence to the academic calendar prepared in the beginning of the every academic session, systems and processes institutionalised for conducting examinations credibly, functioning of learning-support services, etc.

Expected Programme Outcomes

The programme acquaints the students with different areas of study in English Literature to provide them with wider opportunities for research and employment. The Expected Programme Outcomes of the MA English Online Programme offered through DD&OE outlined below.

- The learners identify, analyse, interpret and describe the critical ideas, values, and themes that appear in literary and cultural texts and understand the way these ideas, values, and themes inform and impact culture and society, both now and in the past.
- The learners are in a position to interpret and understand the complex interrelationships between authors, texts, and specific social, political, and

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Jashu *MW* *Shuroca* *Ri* *Suketo*

historical contexts and apply critical and theoretical approaches to the reading and analysis of literary and cultural texts in multiple genres.

- The learners will be proficient in all the basic concepts of English Literature to prepare for qualifying exams like NET/ SET.
- The students would be able to think creatively and critically thereby developing analytical tools of their own;
- The learner acquires values and develops human concern;
- The student would be able to appreciate and analyse gender relations and gender-oriented writings beyond the binary perception of gender.

Neeh

Jasleen

W Abuca

Ri

Sucheta