**GOKUL
GLOBAL
UNIVERSITY**
Approved By Govt. of Gujarat
(Recognized by UGC under Section 22 & 2(f) of 1956)
(Gujarat Private State University Act 4 of 2018)

GGU/REG/Acad./*107-C*/2024   Date: -30/04/2024

NOTIFICATION

Sub: - Approval of SLM & E-LM for ODL and Online Learning Courses.

Read:

1. Resolution No. 12.5 of Academic Council dated 23/04/2024
2. Resolution No. 13.5 of Board of Management dated 25/04/2024
3. Resolution No. 11.5 of Governing Body meeting dated 26/04/2024.

It is notified for information to all concerned that the Governing Body in its meeting held on 26th April 2024 vide resolution No.11.5 considering the recommendations of both has resolved to approve the annexed **Self Learning Material (SLM) & E-Learning Material (E-LM)** for ODL and Online Learning Courses (B.B.A, M.B.A, B.Com, M.Com, B.A, M.A, B. Lib and M. Lib) in CDOE.

This has been issued with the approval of the competent authority.

Registrar
Gokul Global University

Encl: As Stated
To,

    All Directors/Deans/HOIs
    Controller of Examination
    Dy. Director for further DEB formalities
    Student Section
    Academic Section
    Account Section

Copy To,

    Hon'ble President
    Hon'ble Provost

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Approval of PPR (Program Project Report) - Academic Regulations, Examination Pattern and Syllabus for the ODL and Online Learning Courses.

NOTIFICATION

It is hereby notified for information to all concerned that the Academic Council in its 12th meeting held on 23-04-2023 at 16:00 Hours in the Board Room, Gokul Global University, Sidhpur vide item No 12.6 has resolved as under after the discussion:

"It is resolved that on the recommendation of the faculty Deans; the PPR (Program Project Report) - Academic Regulations, Examination Pattern and Syllabus for the ODL and Online Learning Courses (B.B.A, M.B.A, B.Com, M.Com, B.A, M.A, B. Lib and M. Lib) are hereby approved as annexed"

No. GGU/REG/Acad./104-D/2024
Date: 30/04/2024

Registrar
Dr. H C Rajput

Encl: Approved Copies

Copy for necessary action to: -
All Deans/Directors
Controller of Examinations
Dy. Registrar (Academics)
Copy for information to: -
P.S. to Hon'ble President
P.S. to Hon'ble Provost
All Members of the Academic Council
Notification File

GOKUL GLOBAL UNIVERSITY

Minutes of the 12th Meeting of the Academic Council held on 23rd April 2024 at 16:00 hours in the Board Room of Gokul Global University, Siddhpur.

The following members attended the meeting:

1	Dr. Sunil Joshi	Chairman
2	Dr. J.P.Mishra	Member
3	Dr. Rugvendra Vyas	Member
4	Dr. Ravindrasinh Rajput	Member
5	Dr. Ritesh Vaidya	Member
6	Shri Kumel Nagori	Member
7	Mr. Manoj Patel	Member
8	Dr. ArunKumar	Member
9	Dr. Lalitkumar S Patel	Member
10	Dr. Jatinkumar J Patel	Member
11	Dr. Pareshkumar N Patel	Member
12	Dr. Manish V Soni	Member
13	Dr. Prahladbhai S Patel	Member
14	Dr. Chetansinh Vaghela	Member
15	Dr. Himmatsinh C. Rajput	Member Secretary

The Chairman of Academic Council extended his warm welcome to all the members and apprised them about activities carried out since the last Academic Council.

Thereafter, the following business was transacted as per the agenda:

Item No	Subject	Action Taken
12.1	Confirmation of minutes of the eleventh meeting of the Academic Council held on 18/10/2023.	Noted and confirmed
12.2	Action taken report on the eleventh meeting of the Academic Council held on 18/10/2023.	Noted
12.3	Approval of Intake and Fees of existing programs for A.Y. 2024-25	Considered and recommended to BOM & GB
12.4	Establishment of Centre for Distance and Online Education (CDOE) and permission to start Open and Distance Learning (ODL) and Online learning programs.	Considered and recommended to BOM & GB
12.5	Approval of SLM & E-LM for ODL and Online Learning Courses.	Considered and recommended to BOM & GB

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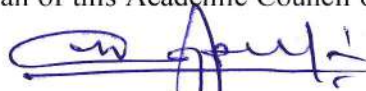| 12.6	Approval of PPR (Program Project Report) - Academic Regulations, Examination Pattern and Syllabus for the ODL and Online Learning Courses.	Approved
12.7	Approval to implement the changes in the university's evaluation and examination system under NEP.	Approved
12.8	Approval of admission token fees for A.Y 2024-25	Considered and recommended to BOM & GB
12.9	Approval of revised exam remuneration	Considered and recommended to BOM & GB
12.10	Agenda Submitted by Dean Faculty of Computer Science and Applications • Approval of NEP syllabus and teaching scheme of BCA Sem 1 & 2 with CO-PO & PSO mapping • Approval of the syllabus of BCA SEM 4 (Revised) • Approval of the syllabus of MCA SEM 1 & 2 (Revised) • Approval of the Academic Regulations of BCA SEM 1 & 2 as per NEP	Approved Approved Approved Approved
12.11	Agenda Submitted by Dean Faculty of Ayurveda • Approval of the Academic Regulation, Examination Pattern, Syllabus along with CO-PO Mapping, Marks List and Question Paper pattern of Faculty of Ayurveda (Second Year BAMS New)	Approved
12.12	Agenda Submitted by Dean Faculty of Pharmacy • Approval of the Teaching scheme and syllabus with CO & PO of B. Pharm Semester V & VI. • Approval of Academic Calendar for Faculty of Pharmacy (B.Pharm)	Approved Approved
12.13	Agenda Submitted by Dean Faculty of Commerce & Management • Approval of the syllabus along with CO-PO Mapping, Teaching Scheme, Examination Pattern and Academic Regulations of B.COM and B.B.A Semester I, II, III & IV • Approval to Start new course B.Sc. Hospitality and Hotel Administration it's Intake, Fees, Academic Regulations, Teaching Scheme, Examination Pattern and Syllabus along with Co-Po Mapping.	Approved Considered and recommended to BOM & GB
12.14	Agenda submitted by Dean Faculty of Engineering • Approval to Start two new courses in Bachelor of Engineering 1. Artificial	Considered and recommended to BOM & GB

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		Intelligence in Data Science (AIDS) 2. Artificial Intelligence in Machine Learning (AIML).	
		• Approval for its Intake, Fees, Academic Regulations, Teaching Scheme, Examination Pattern and Syllabus along with Co-Po Mapping.	Considered and recommended to BOM & GB
12.15		Agenda submitted by Director Academics	
		• Establishment of New Faculty of Design & Communication	Considered and recommended to BOM & GB
		• Approval to start Post Graduate Diploma program in Journalism & Mass Communication	Considered and recommended to BOM & GB
		• Approval for its Intake, Fees, Academic Regulations, Teaching Scheme, Examination Pattern and Syllabus along with Co-Po Mapping	Considered and recommended to BOM & GB
		• Appointment of Dean Faculty of Design & Communication	Considered and recommended to BOM & GB
12.16		Agenda submitted by Admission Department	
		• For diversification of students, permission to emphasize on admission marketing in Andhra Pradesh, Telangana, Bihar, Jharkhand and other states.	Permission Granted for Marketing.
		• Permission for Registration in Bihar Student Credit Card Scheme (BSCC) and Jharkhand Guruji Credit Card Scheme.	Permission Granted to register in both the Schemes.

The meeting ended with a vote of thanks to the Chair and the distinguished members of this Academic Council for their active participation, valuable suggestion; and cooperation in transacting this business by the Registrar and Member Secretary.

This is issued with approval of the Honorable provost as the chairman of this Academic Council on file.

Dr. H.C Rajput
Registrar
Registrar
Gokul Global University, Sidhpur

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Programme Project Report – PPR

Name of the Institute: **Faculty of Commerce and Management**

Name of the Programme: **Master of Commerce (M.COM)**

Sr. No.	Name of Program:	Master of Commerce (M.COM)
a.	Programmes mission & objectives:	Offer distance education for diverse populations, including working individuals, women, and adults seeking to advance their knowledge. Illuminate every corner with education. Ensure access to higher education for all. Provide high-quality, innovative programs tailored to diverse needs. Expand education opportunities nationwide at reasonable rates. Regulate standards for open and distance learning. Promote literacy across society.
b.	Relevance of program with HEI's Mission & Goals:	The University recognizes India's literacy needs and is committed to spreading education widely. With a strong track record in education, healthcare, and social welfare, the University aims to extend its services to even the most remote areas of India.
c.	Nature of prospective target group of learners :	Graduates pursuing careers in Accounting/Finance and employees in the cost sector can upgrade their skills through this program, with opportunities for sponsorship.
d.	Appropriateness of program to be conducted in open & distance learning mode to acquire specific skills & competence :	This program, ideal for ODL mode, offers higher education in Commerce, Management Accounting, and Financial Strategies, especially for those in remote areas. It includes practical learning through internships, aiming to develop skills and enhance employability, making it well-suited for distance learning.
e.	Instructional Design :	The University employs a multi-media approach for its instructional programs, following a systems approach to design. This includes need analysis, target group identification, media selection, course development, pilot testing, and periodic revisions. Instruction is primarily through self-learning print materials, supplemented with audio/video programs, face-to-face counseling.
f.	Procedure for admissions, curriculum transaction and evaluation:	**Admissions:** Admissions are mainly online, with an offline option available to ensure inclusiveness. **Curriculum:** Instruction is delivered through printed Self Learning Materials (SLMs), face-to-face counseling. Practical learning is provided through mandatory

		internships.
		Evaluation: The University assesses learners using formative (continuous) and summative (term-end) evaluations. Formative assessments include self-check exercises in SLMs, tutor-marked assignments, internships, and workbooks. Summative evaluations involve term-end exams and viva voce.
g.	Requirement of the laboratory support and library recourses:	Lab Support: None
		Library Resources: Available at all Learner Support Centres, Regional Centres, and the University's Headquarters.
h.	Cost estimate of the program and the provisions:	Programme Development: Ongoing and currently available. Cost analysis was conducted with the Planning and Development Division. The University has dedicated budget provisions for program development, material production and distribution, electronic media production, and digital media production. The program is delivered through various divisions, including Regional Services, E-support, Student Registration, Student Evaluation, and the Student Service Centre at the HQ.

Programme Project Report–PPR

Name of the Institute: **Faculty of Commerce and Management**

Name of the Programme: **Master of Business Administration (HR)**

Sr. No.	**Nameof Program:**	**Master of Business Administration (HR)**
a.	Programmes mission & objectives:	**Mission** To develop highly skilled HR professionals who can strategically manage human capital, drive organizational success, and contribute to a positive and productive work environment. **Objectives** Equip students with the knowledge and skills to align HR practices with organizational goals. Train students to design and manage systems for talent acquisition, development, and retention. Ensure that students understand the legal and ethical aspects of HR management. Develop strong communication and interpersonal skills crucial for managing relationships within the workplace. Prepare students to lead and manage change initiatives effectively within organizations. Promote innovative approaches to HR challenges and opportunities. Provide insights into managing diverse workforces and understanding global HR practices. Equip students to work effectively in multinational and culturally diverse environments.
b.	Relevance of program with HEI**'s** Mission & Goals:	An MBA in Human Resources aligns closely with a Higher Education Institution's (HEI) mission and goals by equipping students with advanced knowledge and skills essential for effective people management and organizational leadership. This program fosters strategic thinking, ethical practices, and innovation in HR functions, thereby enhancing the institution's commitment to producing graduates who drive organizational success and contribute to societal progress. By integrating contemporary HR theories and practices, the MBA program supports the HEI's objective of cultivating well-rounded professionals capable of addressing complex workforce challenges and leading with a strategic vision.

c.	Nature of prospective target group of learners:	The prospective target group of learners for an MBA in Human Resources typically consists of mid-career professionals and aspiring leaders who seek to advance their careers in human resources management. These individuals often come with a background in business, management, or related fields and are looking to deepen their expertise in HR strategies, organizational behavior, and leadership. They are motivated by a desire to enhance their ability to manage and develop talent, navigate complex workplace dynamics, and contribute strategically to their organizations' success. This group values practical, real-world applications of HR concepts and seeks to gain a competitive edge in the rapidly evolving field of human resources.
d.	Appropriateness of program to be conducted in open & distance learning mode to acquire specific skills &competence:	An open and distance learning mode for an MBA in HR is highly appropriate as it offers flexibility and accessibility for acquiring advanced skills and competencies, catering to diverse schedules and learning preferences.
e.	Instructional Design:	MBA in Human Resources (HR) focuses on creating educational programs that effectively teach students about managing and developing an organization's workforce. This involves designing curricula that cover key HR functions such as recruitment, performance management, employee relations, and strategic HR planning. The goal is to blend theoretical knowledge with practical skills through a mix of lectures, case studies, simulations, and real-world projects. Effective instructional design in this context ensures that the content is relevant, engaging, and aligned with current HR trends and practices, preparing students to address complex HR challenges in their careers.
c.	Nature of prospective target group of learners:	The prospective target group of learners for an MBA in Human Resources typically consists of mid-career professionals and aspiring leaders who seek to advance their careers in human resources management. These individuals often come with a background in business, management, or related fields and are looking to deepen their expertise in HR strategies, organizational behavior, and leadership. They are motivated by a desire to enhance their ability to manage and develop talent, navigate complex workplace dynamics, and contribute strategically to their organizations' success. This group values practical, real-world applications of HR concepts and seeks to gain a competitive edge in the rapidly evolving field of human resources.

f.	Procedure for admissions, curriculum transaction and evaluation:	**Admissions:** The primary mode of admission is online. However, to ensure inclusivity, applicants also have the option to submit their applications offline. **Curriculum Delivery:** The curriculum is primarily delivered through printed Self Learning Materials (SLMs), face-to-face counseling sessions. Project work is an integral component of the curriculum. **Evaluation:** The university employs both formative/continuous and summative/term- end evaluations to assess learners' progress and performance. Formative/continuous evaluation includes self-check exercises within the SLMs, tutor-markedassignments, and project work. Summative/term-end evaluation is conducted through term-end examinations.
g.	Requirement of the laboratory support and library e-courses:	Lab Support: Not applicable. Library Resources: Library facilities are accessible at all Learner Support Centers, Regional Centers, and the University Headquarters.
h.	Cost estimate of the program and the provisions:	Program development is an ongoing process, with the program already in operation. Prior to its development, a cost analysis was conducted at the School level in collaboration with the Planning and Development Division, which oversees policy planning for the University. The University has allocated budgetary provisions for program development within the School, Material Production and Distribution, Division, and Electronic Media Production Centre, each of which has dedicated divisions for their respective functions. Additionally, digital media production and program delivery are managed through the Inter University Consortium, while various divisions at the headquarters, including the Regional Services Division, E-Support Unit, Student Registration Division, Student Evaluation Division, and Student Service Centre, oversee the program's operations and support services.
i.	Quality assurance mechanism and expected program outcomes:	QualityAssurance Mechanism: The university has implemented several measures to ensure quality:

		1. Standard norms and procedures for course design and development. 2. Standard norms and procedures for establishing Learning Support Centers (LSCs). 3. Standard norms for the appointment of academic counselors and evaluators. 4. Engagement of external experts to maintain the quality of curriculum design, development, and student evaluation. 5. Continuous monitoring of all activities conductedatLSCsandexamination centers by the university. 6. Faculty from the School monitors 2% of assignments to uphold the quality of continuous evaluation. The university has standardized its courseware based on the credit system and developed its own house style to further standardize its courses. Continuous quality assessment for the design, development,and delivery of academic programs is ensured through a mechanism in place. Quality assurance is upheld at various phases by the statutory bodies of the university, including the School Board of Studies, Academic Programme Committee, Planning Board, and Academic Council. Program evaluation precedes any revision of the program. This mechanism is also applied to the program under consideration. ExpectedProgramOutcomes: Learners are expected to gain knowledge, skills, and competencies in the field of Management, which are crucial qualifications for employment and career advancement across various sectors.training.
j.	Specialization (Marketing)	An MBA in Human Resources with a specialization in Marketing combines the strategic management of human capital with targeted marketing expertise. This unique blend equips professionals to align HR strategies with marketing objectives, fostering a strong employer brand, enhancing talent acquisition, and driving employee engagement through effective communication and branding initiatives. By integrating marketing principles with HR practices, graduates can optimize organizational performance, improve internal and external stakeholder relations, and contribute to a cohesive corporate strategy that attracts and retains top talent.

Programme Project Report–PPR

Name of the Institute: **Faculty of Commerce and Management**

Name of the Programme: **Master of Business Administration (Marketing)**

Sr. No.	Nameof Program:	Master of Business Administration (Marketing)
a.	Programmes mission & objectives:	The mission of a Master of Business Administration (MBA) in Marketing is to equip students with advanced knowledge and strategic skills in market analysis, consumer behavior, and brand management to drive business growth and innovation. The program aims to develop leaders who can effectively navigate dynamic market environments and make data-driven decisions to enhance competitive advantage. **Strategic Thinking:** Equip students with advanced skills in strategic marketing planning and execution, enabling them to devise and implement comprehensive marketing strategies that align with organizational goals. **Consumer Insights:** Develop expertise in analyzing consumer behavior and market trends, allowing graduates to leverage insights for developing targeted marketing campaigns and improving customer engagement. **Data-Driven Decision Making:** Foster proficiency in utilizing marketing analytics and research methodologies to inform decision-making, optimize marketing performance, and measure ROI. **Digital Marketing Proficiency:** Prepare students to navigate the complexities of digital marketing channels, including social media, content marketing, and e-commerce, with a focus on leveraging technology for competitive advantage. **Ethical Leadership:** Instill a strong sense of ethical responsibility and social impact in marketing practices, emphasizing sustainable and socially responsible approaches to marketing and business. **Global Perspective:** Cultivate an understanding of global marketing strategies and cross-cultural differences, enabling graduates to effectively manage and execute marketing initiatives in diverse international markets.
b.	Relevance of program with HEI's Mission & Goals:	The Master of Business Administration (Marketing) program aligns with the Higher Education Institution's mission by equipping students with advanced marketing skills and strategic insights that drive

		innovation and leadership in the business world.
c.	Nature of prospective target group of learners:	The prospective target group this program typically consists of mid-career professionals and recent graduates seeking to advance their careers in marketing through advanced knowledge and strategic skills in a dynamic business environment.
d.	Appropriateness of program to be conducted in open & distance learning mode to acquire specific skills &competence:	An open and distance learning mode for an MBA in Marketing is highly appropriate as it offers flexibility and accessibility for acquiring advanced skills and competencies, catering to diverse schedules and learning preferences.
e.	Instructional Design:	The program focuses on strategic planning, market analysis, and consumer behavior. It integrates theoretical knowledge with practical skills, including digital marketing, brand management, and sales strategies, to prepare students for leadership roles in diverse marketing environments. Emphasis is placed on data-driven decision-making and innovative problem-solving.

f.	Procedure for admissions, curriculum transaction and evaluation:	**Admissions:** The primary mode of admission is online. However, to ensure inclusivity, applicants also have the option to submit their applications offline. **Curriculum Delivery:** The curriculum is primarily delivered through printed Self Learning Materials (SLMs), face-to-face counseling sessions. Project work is an integral component of the curriculum. **Evaluation:** The university employs both formative/continuous and summative/term-end evaluations to assess learners' progress and performance. Formative/continuous evaluation includes self-check exercises within the SLMs, tutor-markedassignments, and project work. Summative/term-end evaluation is conducted through term-end examinations.
g.	Requirement of the laboratory support and library e-courses:	Lab Support: Not applicable. Library Resources: Library facilities are accessible at all Learner Support Centers, Regional Centers, and the University Headquarters.
h.	Cost estimate of the program and the provisions:	Program development is an ongoing process, with the program already in operation. Prior to its development, a cost analysis was conducted at the School level in collaboration with the Planning and Development Division, which oversees policy planning for the University. The University has allocated budgetary provisions for program development within the School, Material Production and Distribution, Division, and Electronic Media Production Centre, each of which has dedicated divisions for their respective functions. Additionally, digital media production and program delivery are managed through the Inter University Consortium, while various divisions at the headquarters, including the Regional Services Division, E-Support Unit, Student Registration Division, Student Evaluation Division, and Student Service Centre, oversee the program's operations and support services.
i.	Quality assurance mechanism and expected program outcomes:	QualityAssurance Mechanism: The university has implemented several measures to ensure quality:

		1. Standard norms and procedures for course design and development. 2. Standard norms and procedures for establishing Learning Support Centers (LSCs). 3. Standard norms for the appointment of academic counselors and evaluators. 4. Engagement of external experts to maintain the quality of curriculum design, development, and student evaluation. 5. Continuous monitoring of all activities conductedatLSCsandexamination centers by the university. 6. Faculty from the School monitors 2% of assignments to uphold the quality of continuous evaluation. The university has standardized its courseware based on the credit system and developed its own house style to further standardize its courses. Continuous quality assessment for the design, development,and delivery of academic programs is ensured through a mechanism in place. Quality assurance is upheld at various phases by the statutory bodies of the university, including the School Board of Studies, Academic Programme Committee, Planning Board, and Academic Council. Program evaluation precedes any revision of the program. This mechanism is also applied to the program under consideration. ExpectedProgramOutcomes: Learners are expected to gain knowledge, skills, and competencies in the field of Management, which are crucial qualifications for employment and career advancement across various sectors.training.
j.	Specialization (Marketing)	**Marketing:**There are enormous career opportunities in the government and private sector after completing an MBA Marketing in India. MBA Marketing opportunities lie in Retail, Tourism, Banking, Hospitality, Advertising, Media, Consultancy, Market Research, etc.