

Analytical Report: JNU MBA Syllabus – Compliance & Quality Assessment

Programme: MBA | **University:** Jawaharlal Nehru University | **Courses:** ~50+ (Core + Electives: Finance, Marketing, HR, OB) | **Credits:** 2–3 per course

Parameter	UGC Norms	NEP 2020	OBE / NAAC Criteria	Bloom's Taxonomy	Bibliography Relevance
Curriculum Structure	Follows UGC model curriculum; credit-based (2-3 credits); core, elective & project components included.	Partially aligned; multidisciplinary electives present but lacks explicit multi-entry/exit options and ABC framework.	Course objectives stated; however, explicit Program Outcomes (POs) and Course Outcomes (COs) mapping is absent.	Content spans Remember to Analyze levels; limited emphasis on Evaluate & Create (higher-order thinking).	Standard textbooks; mix of Indian & international authors; some references dated (pre-2010).
Pedagogy & Assessment	Theory-heavy with practical training (summer internship); aligns with UGC experiential learning emphasis.	Needs more research-based pedagogy, Industry 4.0 internships, and digital/online learning modules.	No explicit rubrics or CO-PO attainment mapping visible; assessment methods not detailed in document.	Mostly targets Knowledge & Comprehension; case-based subjects touch Application; lacks synthesis-level tasks.	Readings support theoretical depth; few references to case-study books or empirical research papers.
Industry Relevance	Covers functional areas (Finance, Marketing, HR, IT, Operations); meets UGC employability mandate.	Needs integration of AI/ML, data analytics, sustainability, and start-up ecosystem per NEP 2020 vision.	Partially meets NAAC Criterion 2 (Teaching-Learning); industry interface through summer training only.	Application & Analysis present in electives (Derivatives, Digital Mktg); weak in creative problem-solving.	Some elective bibliographies include contemporary texts; core subjects rely on classic but aging references.
Skill Development	Business communication (2 credits) and IT courses included; meets minimum UGC skill component.	Lacks explicit skill courses in design thinking, coding, data visualization as envisioned by NEP.	Soft skills and employability enhancement not structurally embedded; no value-added courses visible.	Lower-order skills dominate; limited project-based or experiential tasks targeting Create level.	Bibliography does not include skill-building workbooks or simulation/lab manuals.
Research & Ethics	Business Research Methods (3 cr) + Ethics & Governance (2 cr) included – meets UGC norms.	Research methodology present but no mention of academic integrity policy or research ethics board.	NAAC Criterion 3 (Research) partially met; no evidence of student research publications or outcomes.	Research course reaches Analysis level; Ethics course touches Evaluate through case-based dilemmas.	Research methods texts adequate; ethics readings limited to 1-2 books – needs expansion.

Syllabus Metric	Value	Syllabus Metric	Value	Syllabus Metric	Value
Approx. Word Count	~18,000–20,000 words	No. of Paragraphs	~350–400 paragraphs	Key Concepts Covered	~280+ distinct concepts
Theories Referenced	~45–50 theories (Maslow, Porter, BCG, CAPM, etc.)	Complexity Level	Moderate-High (PG level; analytical & applied)	Bibliography Entries	~180+ references across all courses

Overall Verdict: The JNU MBA syllabus is comprehensive in functional coverage and aligns reasonably with UGC norms. However, it requires significant updates for NEP 2020 compliance (multi-entry/exit, ABC, digital skills), explicit OBE mapping (CO-PO-PSO), higher-order Bloom's integration (Evaluate/Create levels), and bibliography modernization with post-2018 editions and empirical research papers.