

PROGRAMME PROJECT REPORT

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

A) Programme's Mission & Objectives:

Mission Statement:

Dr. C. V. Raman University's Institute of Open & Distance Education focuses on providing quality education through distance learning, matching with the parameter of regular programme and producing capable business leaders who are prepared with the necessary management & research skills to make high-quality business decisions either in an entrepreneurial or staff capacity.

The B.B.A. programme at our university provides a strong foundation in core business disciplines, helping participants to acquire the key competencies needed by all business management students at an undergraduate level in diverse field. It focuses on enhancing the ability to communicate, analyze situations, present own views in front of a large audience, take decisions using quantitative and qualitative factors, and develop a holistic view of different functional areas of business environment.

Objectives:

- To develop study skills among the learners so as to help them cope with courses in Economics, Business, Accountancy, etc.
- To provide practical knowledge for developing leadership & decision-making abilities.
- To understand the multicultural & diversity issues in business.
- To develop personality & communication skills.
- To meet the demand of technically trained professionals for various industries.

B) Relevance of the program with University's Mission and Goals:

Dr. C. V. Raman University aims to provide high standard of liberal education to its students, catering to their intellectual growth, personality development & nurtures them to be responsible adults committed to high ethical standards through various courses offered from different fields like commerce & management, science, arts, etc in regular mode as well as Open & Distance Learning mode.

B.B.A. offered in Open & Distance Learning mode is one such course of greater significance which not only helps those individuals who cannot attend classes regularly, provides an opportunity to upgrade the knowledge, qualification & can attain growth in

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Dr. C. V. Raman University
Registrar
Chancellor



terms of intellectuality, professionally & personally in the field of business administration.

C) Nature of prospective target group of learners:

This program is specifically designed to cater the need of students who are not able to study through regular mode. Working Professional, Housewives, Students from rural area, Students who do not wish to prefer regular courses due to various reasons & Students who cannot afford costly regular programmes are our target group learners.

D) Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:

- Graduates will understand effective leadership techniques, including aspects of character and ethical decision-making.
- Graduates will demonstrate competency in the business disciplines.
- Graduates will demonstrate an understanding of the importance and relevance of multicultural & diversity issues in business.
- Graduates will communicate competently in a business environment.

E) Instructional Design:

Curriculum Design, Detailed Syllabi & Duration of Program:

B.B.A. Programme in Institute of Open & Distance Education offers specialization to be opted by student in 3rd year of programs. Specialization is available in marketing.

Credit Points:

All courses offered by us carry a certain value in terms of credit-points. A credit point is a way of expressing the learning hours required to study a certain unit, in a book or a course. Generally, one credit point is considered equivalent to about 30 learning hours. These learning hours could mean the time you spend in face to face counseling, self study, practical, assignment, project, participating in discussions on the topic, listening to audios, viewing especially prepared videos, etc. That means for 2 credit points student has to undertake 60 hours of learning per subject & for 4 credit points student has to undertake 120 hours of learning. Programme structure for BBA are clearly mention below

Virajpatel *Dr. C.V. Raman University* *Registrar* *Chandij*
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BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

Duration - 36 Months (3 Years)

Eligibility – 12th in any discipline

PROPOSED SCHEME OF EXAMINATION

Code	Name of the	Credit	Total Marks	Theory		Practical's / project Report		Assignments/viva voce		
				Max	Min	Max	Min	Max	Min	
First Semester										
1BBA1	Hindi Bhasha aur Sanrachna	2	50	35	12	-	-	15	5	
1BBA2	Fundamentals of Entrepreneurship	2	50	35	12	-	-	15	5	
1BBA3	Principles of Management	4	100	70	23	-	-	30	10	
1BBA4	Business Environment	4	100	70	23	-	-	30	10	
1BBA5	Managerial Economics	4	100	70	23	-	-	30	10	
1BBA6	Business Mathematics	4	100	70	23	-	-	30	10	
Total aggregate required to pass		20	500	350	126	-	-	150	54	
Second Semester										
2BBA1	English Language and Indian Culture	2	50	35	12	-	-	15	5	
2BBA2	Development of Entrepreneur	2	50	35	12	-	-	15	5	
2BBA3	Business Communication	4	100	70	23	-	-	30	10	
2BBA4	Introduction to Accountancy	4	100	70	23	-	-	30	10	
2BBA5	Business Law	4	100	70	23	-	-	30	10	
2BBA6	Organizational Behaviour	4	100	70	23	-	-	30	10	
Total aggregate required to pass		20	500	350	126	-	-	150	54	
Third Semester										
3BBA1	Hindi Language aur	2	50	35	12	-	-	15	5	





	Samvedena								
3BBA2	Environmental Studies-I	2	50	35	12	-	-	15	5
3BBA3	Banking & Insurance Practices	4	100	70	23	-	-	30	10
3BBA4	Cost & Management Accounting	4	100	70	23	-	-	30	10
3BBA5	Business Statistics	4	100	70	23	-	-	30	10
3BBA6	Management information System	4	100	70	23	-	-	30	10
Total aggregate required to pass		20	500	350	126	-	-	150	54
Fourth Semester									
4BBA1	English Language and Scientific Temper	2	50	35	12	-	-	15	5
4BBA2	Environmental Study-II	2	50	35	12	-	-	15	5
4BBA3	Financial Management	4	100	70	23	-	-	30	10
4BBA4	Marketing Management	4	100	70	23	-	-	30	10
4BBA5	Production & Operation Management	4	100	70	23	-	-	30	10
4BBA6	Human Resource Management	4	100	70	23	-	-	30	10
Total aggregate required to pass		20	500	350	126	-	-	150	54
Fifth Semester									
5BBA1	Hindi Language (Bhasha Kaushal aur Sanchar Sadhan)	2	50	35	12	-	-	15	5
5BBA2	Computer & Information Technology Basics-I	2	100	35	12	50	17	15	5
5BBA3	Corporate Strategy	4	100	70	23	-	-	30	10
5BBA4	Research Methodology	4	100	70	23	-	-	30	10
5BBA5	Specialization- I	4	100	70	23	-	-	30	10
5BBA6	Specialization- II	4	100	70	23	-	-	30	10

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Total aggregate required to pass		20	550	350	126	50	18	150	54
Sixth Semester									
6BBA1	English Language and Aspects of Development	2	50	35	12	-	-	15	5
6BBA2	Computer & Information Technology Basics-II	4	100	35	12	50	17	15	5
6BBA3	Project Work & Viva Voce	6	200			140	46	60	20
6BBA4	Specialization- III	4	100	70	23	-	-	30	10
6BBA5	Specialization- IV	4	100	70	23	-	-	30	10
Total aggregate required to pass		20	550	210	76		68	150	54

Evaluation Scheme:

1. 33% in each theory, practical, project, dissertation & internal assessment but the total Aggregate for passing is 36%.
2. Total project marks are 200 in which 140 marks for project report and 60 marks will be for project viva.

SPECIALIZATION

Marketing Group

M-I	Consumer Behaviour
M-II	Advertising and Sales Management
M-III	Service Marketing
M-IV	Marketing Research

HR Group

HRM-I	Human Resource Development
HRM-II	Management of Industrial Relations
HRM-III	Management of Training & Development
HRM-IV	Change Management

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Finance Group

F-I	Working Capital Management
F-II	Security Analysis & Portfolio Management
F-III	Marketing of Financial Services
F-IV	International Financial System

Duration:-

This programme has duration of three year although student may complete the programme within a maximum period of 5 year.

Medium:

English/Hindi shall be the medium of instruction and the examination may be written in Hindi or English as per the medium selected.

Requirement of faculty and supporting staff:

We have recruited three faculty members (full time-dedicated for ODL courses) of Professor, Associate and Assistant Professor Level for the programmes under faculty of Management. Faculty & supporting staffs shall be deputed at the University head quarter as per need of the course curriculum.

Instructional delivery Mechanism & Usage of media for distance learning:

The methodology of instruction in the distance learning mode in the University is different from that of the conventional regular programs. The system adopted for this is more learner-oriented and the learner is an active participant in the pedagogical (teaching & learning) process. Most of the instructions are imparted through distance education methodology and face-to-face mode as per requirement.

The programme delivery methodology used in the distance learning mode follows a multimedia approach for instruction, which comprises:

- **Self-Instructional Written Material:** The printed study material (written in self instructional style) for both theory and practical components of the programs is supplied to the learners in batches for every course.
- **Audio-Visual Material Aids:** The learning package contains audio and video CDs which have been produced/adopted by the University for Better Clarification and enhancement for understanding of the course material given to the learners. A video programme is normally of 25-30 minutes duration. The video cassettes are screened

V. K. Jaiswal
Anjali Jaiswal

Praveen Chandra



at the learner support centre during specific sessions which are duly notified for the benefit of the learners.

- **Counseling Session:** Normally counseling sessions are held as per schedule drawn by the IODE DR. C.V. RAMAN UNIVERSITY. These are mostly held at University counselling centre (UCC).
- **Teleconferences:** Live teleconferencing sessions are conducted via Internet/ satellite through interactive Video Conferencing facility (available at some places) from the University studios, the schedule of which is made available at the University counselling centre (UCC).
- **Industrial Training/ Practical's/ Project Work:** Some programmes have industrial training/practical/ project component also. Practicals are held at designated institutions for which schedule is provided by the University counselling centre (UCC). Attendance at practicals is compulsory. For Project Work, comprehensive project guide, in the form of booklet, is provided to the student along with the study material.
- The printed study materials will be dispatched periodically to the enrolled students for each course of study. These materials will be as guide for the students for effective learning. The assignment for internal assessment shall also be dispatched along with the study material. Online modules are also available for some courses. These are in progress and as and when available, these will be available on the website of the students for registered candidates.
- The counseling sessions will be of 30 days duration for a course in a year. The actual schedule and place of contact program shall be announced and communicated to students in – time.

Nature of Contact Classes:

During the contact sessions, the counselors are supposed to guide/discuss with the students, based on the course material. The students can solve their difficulties by discussing with their colleagues as well as with the counselor during contact sessions. Apart from this contact sessions, students will have to attend practical as well as various training schedule conducted by the various Department of the University and University counselling centre (UCC).

Learner Support Services:

Dr. C. V. Raman University Institute of Open and Distance Education has a fully fledged Learner Support Division (LSD) to provide guidance and help to its students. Necessary information is passed on to the registered student through modern means of

Virekzapat *Amal Dutta* *7* *Prakash Choudhary*



communication as SMS, website and e-mail. For the convenience of learner, computer, photocopy machine, internet, WIFI facilities etc has also been provided. Bulk SMS are sent to learners regarding their registration detail, dispatch of study, material time table for contact class, submission of examination forms, examination schedule etc. from time to time. Important information and necessary material are also sent through e-mail and through regular post. Website of Dr. C.V. Raman University, www.cvr.u.ac.in also provides information about the various programme being offered by the institute of open and distance education, the syllabus, assignment, programme guide.

Counseling & Study Structure:

The counseling & study structure for BBA programme is as below:-

COUNSELING AND STUDY STRUCTURE

Sl. No.	Code	Title of the	Credit	Total Hours of Study	Counseling and Study Structure (hours)				
					Face to Face Counseling	Self study	Practical	Assignments	project
Semester – I									
1	1BBA1	Hindi Language Structure - I	2	60	8	34	-	18	
2	1BBA2	Fundamentals of Entrepreneurship	2	60	8	34	-	18	
3	1BBA3	Principles of Management	4	120	16	68	-	36	
4	1BBA4	Business Environment	4	120	16	68	-	36	
5	1BBA5	Managerial Economics	4	120	16	68	-	36	
6	1BBA6	Business Mathematics	4	120	16	68	-	36	
Semester – II									
7	2BBA1	English Language and Indian Culture	2	60	8	34	-	18	
8	2BBA2	Development of Entrepreneur	2	60	8	34	-	18	

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9	2BBA3	Business Communication	4	120	16	68	-	36	
10	2BBA4	Introduction to Accountancy	4	120	16	68	-	36	
11	2BBA5	Business Law	4	120	16	68		36	
12	2BBA6	Organizational Behaviour	4	120	16	68	-	36	
Semester – III									
13	3BBA1	Hindi Language aur Samvedana	2	60	8	34	-	18	
14	3BBA2	Environmental Studies	2	60	8	34	-	18	
15	3BBA3	Banking & Insurance Practices	4	120	16	68	-	36	
16	3BBA4	Cost & Management Accounting	4	120	16	68		36	
17	3BBA5	Business Statistics	4	120	16	68	-	36	
18	3BBA6	Fundamentals of Retailing	4	120	16	68	-	36	
Semester – IV									
19	4BBA1	English Language and Scientific Temper	2	60	8	34	-	18	
20	4BBA2	Environmental Study	2	60	8	34	-	18	
21	4BBA3	Financial Management	4	120	16	68		36	
22	4BBA5	Marketing Management	4	120	16	68	-	36	





23	4BBA3	Production & Operation Management	4	120	16	68	-	36	
24	4BBA6	Human Resource Management	4	120	16	68	-	36	
Semester – V									
25	5BBA1	Hindi Language (Bhasha Kaushal aur Sanchar Sadhan)	2	60	8	34	-	18	
26	5BBA2	Computer & Information Technology Basics-I	2	60	8	22	12	18	
27	5BBA3	Corporate Strategy	4	120	16	68	-	36	
28	5BBA4	Research Methodology	4	120	16	68	-	36	
29	5BBA5	Specialization- I	4	120	16	68	-	36	
30	5BBA6	Specialization- II	4	120	16	68	-	36	
Semester – VI									
31	6BBA1	English Language and Aspects of Development	2	60	8	34		18	
32	6BBA2	Computer & Information Technology Basics-II	4	120	16	44	24	36	
33	6BBA3	Project Work & Viva Voce	6	180					180
34	6BBA4	Specialization- III	4	120	16	68		36	
35	6BBA5	Specialization- IV	4	120	16	68		36	

F) Procedure for admissions, curriculum transaction & evaluation:

(Handwritten signatures and initials)



Admission Policy for B.B.A. with minimum eligibility & fee structure:

Admission to BBA programme shall be through merit and/or, entrance test as per rules of the university. A candidate, who after passing higher secondary examination (10+2) with any discipline under 10+2 of Chhattisgarh board of secondary education or any other equivalent examination board recognized by the university and Chhattisgarh board of secondary education may be admitted. All the procedure of admission for the programme will be done through online mode. Application will be invited by the university with it stipulated time period where students have to apply for the same with all their testimonials and required fees.

Fees:

SI.	Programme	Duration	Fee charged for complete programme
1.	B.B.A	3 Years	46200

Financial Assistance:

E-scholarship is provided to SC/ST students as per norms of the Govt. of Chhattisgarh authorized schemes

Evaluation system:

The system of evaluation in Open & Distance Learning System is also different from that of conventional system. CVRU has a multi- tier system of evaluation given as follows:

1. Self–assessment exercises within each unit of study.
2. Continuous evaluation mainly through assignment which are tutor marked, practical assignments & seminar /workshops / extended contact programmes /Field work / Community engagement.
3. End semester examination/Term End Examinations.
4. Project works.

The evaluation of learners depends upon various instructional activities undertaken by them. A learner has to write assignment responses compulsorily before taking End semester examination /term-end examination from time to time to complete an academic programme. A learner has to submit TMA responses to the University counselling centre (UCC) at IODE Dr. C. V. Raman University. A learner should keep duplicate copies of assignment responses of TMA that may be required to be produced at Student Evaluation Division on demand. End semester examination /Term-end examination will be conducted at various examination centre approved by institute of open and distance

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Anil Kumar

Devesh Chandra



education Dr. C.V. Raman university spread all over the Chhattisgarh. The weightage for End semester examination/Term End Examination will be 70% and weightage for Internal Assessment will be 30 % for this programme.

- (a) Internal Assessment (Continuous Assessment i.e. Home Assignment): 30 % weightage.
- (b) End semester examination/Term End Examination - 70 % weightage

End semester examination/Term End Examination (Summative Assessment)	70
Internal Assessment (Continuous Assessment)	30
Total Marks	100

The University conducts End semester examination/Term-end Examination in semester system & held in the month of Nov/Dec and may/June every year. Students will be permitted to appear in End semester examination/term-end examination subject to the conditions that:

- 1) Registration for the programme, in which they wish to appear is valid,
- 2) Minimum Time to pursue these courses is elapsed &
- 3) Submission of required number of assignments in respective courses by the due date.

(c) Project Work

Project work carrying 200 marks has to be done under the guidance of a Project supervisor. Students have to prepare project report under the guidance of project guide allotted by the university. Viva-voce will be conducted in the presence of an external examiner.

G) Requirement of the laboratory support and library resource:

Laboratory is required with very well configured computer systems with high speed internet connectivity for BBA as a part of this curriculum. Resources in the form of reference books and journal will be made available to the learner in the reference library (IODE) and university central library which they can access for gaining knowledge.

Vineet Kumar
Dr. C.V. Raman University
Registrar



H) Cost estimates of the programme and the provision:

This programme was already designed and development in the year 2009-10. In this process of development considering today's scenario, the current cost estimate which includes development cost, delivery cost and maintenance cost for this programme comes to amount of Rs. 983455/- & provision is made of Rs. 985000/-.

I) Quality assurance mechanism and expected programme outcomes:

The Centre for Internal Quality Assurance & Department of Management Studies of the University is accountable for regular monitoring of programme by continuous updating of the curriculum and syllabus. According to feedback provided by stakeholders including learners on continuous basis, a suitable action plan for BBA programme will be developed and duly incorporated into the teaching and delivery system. The Feedback from all stakeholders in terms of its relevance and appropriateness in catering to the need of the society, economy and environment are also considered in these key aspects.

Expected Outcomes of Programme:

- To acquire general knowledge, principles and mechanisms of business Management.
- To acquire techniques relevant to courses taught.
- To provide the practical exposure and knowledge acquiring skill.
- To crate and develop the presentation skill in seminar/ conference.

V. K. Singh *Dr. C. V. Raman University* *Registrar* *Dr. C. V. Raman University*

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