

PROGRAMME PROJECT REPORT

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Mode of Delivery: ONLINE

Dr. CV Raman University (CVRU) Centre for Distance and Online Education is fully equipped and committed to providing quality higher education through the Online Mode while maintaining academic standards comparable to corresponding conventional programme. **The Online BBA Programme** shall meet the local, regional and national needs and aspirations of young learners seeking contemporary business education, employability and entrepreneurial opportunities in an increasingly digital and technology-enabled economy. The programme is envisioned to provide an accessible national learning platform that builds strong foundations in business and management while preparing students for emerging careers, entrepreneurship and progression to higher education.

A) Programme's Mission & Objectives:

Mission Statement:

To develop enterprising, responsible and future-ready graduates with sound foundations in business, digital fluency, communication and problem-solving capabilities to contribute effectively to organizations, entrepreneurial ventures and society.

Objectives:

- Build strong foundations in business and management.
- Develop communication, teamwork and professional capabilities.
- Strengthen analytical thinking and practical problem-solving in real business situations.
- Develop digital, data and AI readiness for contemporary workplaces.
- Foster entrepreneurship, ethical responsibility and life-long learning.

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

The University's mission seeks transformative social impact through innovation, creativity and entrepreneurship, anchored in creating transformative education experiences for students, collaborative environment and societal impact regionally, nationally and globally. The Online BBA Programme directly advances this Mission by extending quality undergraduate business education beyond the physical boundaries of the University.

The University's emphasis on innovation and entrepreneurship has particular relevance to the BBA where young learners can be exposed early to entrepreneurial thinking, creativity, digital business and problem-solving. Online delivery can further create a collaborative learning environment connecting students from different regions and socio-economic



backgrounds. The multi-disciplinary character of the university also provides opportunities to enrich business education through exposure to technology, data, communication, sustainability and other emerging domains.

The university has valuable hands-on experience in already running ODL and regular BBA programmes and other programmes and possesses established academic and delivery systems. The experience provides a strong institutional foundation for offering the Online BBA with academic credibility, learner support and confidence in the quality of delivery.

C) Nature of prospective target group of learners:

CVRU has a strong case in favor of offering the BBA through Online Mode. Located in a tribal-dominated and developing region, the University has gained the trust of its people over decades through its contribution to higher education. The Online BBA can provide access to young learners who because of geographical, economic, family and livelihood constraints may not be able to pursue conventional campus education.

The programme can particularly benefit learners from smaller towns, rural and tribal areas seeking an affordable pathway to business education, employability and entrepreneurship with relocating from the communities. At the same time, its online character opens the programme to learners across India including working youth, aspiring entrepreneurs and students seeking a flexible undergraduate business education. It will also add up to meeting NEP 2020 National target of GER.

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

The teaching-learning at the undergraduate level is undergoing a significant transformation. Today's young learners are increasingly comfortable with the digital platforms, interactive media and AI-enabled tools for acquiring knowledge and skills. Business education is particularly suited to such an environment because learning can extend beyond lectures to case studies, simulations, projects, home assignments and industry interactions.

The Online BBA can combine synchronous and asynchronous learning through LMS, digital content, virtual discussion, business projects and continuous assessment. Particular emphasis can be placed on learner engagement, communication, digital proficiency, problem-solving and application of concepts. Faculty designated for the programme can leverage the University's established digital infrastructure and experience to provide structure academic and learner support.

Given the educational needs of the region, the aspirations of young learners and the credibility⁸ build by the University through decades of academic delivery, the BBA is a strong fit for delivery through the Online Mode.



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E) Instructional Design:

Curriculum Design, Detailed Syllabi & Duration of Programme:

The B.B.A. programme shall be delivered in fully Online mode through the University's Learning Management System (LMS) approved by the statutory authority of the University in accordance with the University Grants Commission (Open and Distance Learning Programme and Online Programme) Regulations, 2020, as amended from time to time. Delivery shall combine synchronous online counselling/webinars/live lectures with asynchronous discussion forums, e-Tutorials, e-Content, formative assessment and self-study in the prescribed four-quadrant framework. Online application processing, learner authentication, fee payment, counselling, academic support and programme delivery shall be provided through online platform approved by the University. The detailed course syllabi approved by the statutory bodies of the University, together with the course-wise credit-hour mapping and online delivery workload given in this PPR, shall form an integral part of the instructional design.

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 Synchronous Online Counselling / Webinars / Interactive Live Lectures (hours) Discussion Forum / Asynchronous Mentoring (hours) e-Tutorial (hours) e-Content (hours) Self-Study hours including Assessment etc. 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:-

AS PER UGC ODL & OL REGULATION 2020 FOR DELIVERY OF COURSES IN ONLINE MODE WILL BE FOLLOWED BY UNIVERSITY							
Credit value of the course	No. of Weeks	Synchronous Online Counselling / Webinars / Interactive Live Lectures (hours)	Discussion Forum / Asynchronous Mentoring (hours)	e-Tutorial (hours)	e-Content (hours)	Self-Study hours including Assessment etc.	Total Hours of Study (30 hours per credit)
2	6	6	12	10	10	22	60
4	12	12	24	20	20	44	120
6	14	14	28	30	30	66	180
8	16	16	32	40	40	88	240



BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.)

Duration - 36 Months (3 Years)

Eligibility – 12th in any discipline

(Gen- 45%, SC, ST, OBC-40%)

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 Samvedana	2	50	35	12	-	-	15	5
3BBA2	Environmental Studies-I	2	50	35	12	-	-	15	5



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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	Consumer Behaviour	4	100	70	23	-	-	30	10
5BBA6	Advertising and Sales Management	4	100	70	23	-	-	30	10
Total aggregate required to pass		20	550	350	126	50	18	150	54



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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	Service Marketing	4	100	70	23	-	-	30	10
6BBA5	Marketing Research	4	100	70	23	-	-	30	10
Total aggregate required to pass		20	550	210	76	190	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.

Duration:-

The minimum duration of the programme is three years. In accordance with UGC ODL and OL Regulation, 2020 for Online programme, a learner may complete the programme within a maximum duration of six years, i.e. double the minimum duration.

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:

Faculty: For the Online BBA programme, The CVRU have designate one Programme Coordinator, one Course Coordinator for each course, and two Course Mentors in the prescribed learner-mentor ratio from appropriately qualified faculty, in accordance with applicable UGC ODL and OL Regulation, 2020. These functionaries shall coordinate the development and review of e-learning content, online delivery, learner interaction, academic support and assessment.

Supporting Staff: The Centre for Distance and Online Education shall maintain adequate administrative and technical support for e-content production, LMS and data management, online admission, examination, result processing and learner support in accordance with the applicable UGC human-resource and technical-support as UGC ODL and OL

(Signatures and Stamps)

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Kangri Road, Kota, Bilaspur (C.G.)
Registrar

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Bilaspur (C.G.)
Vice Chancellor

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Regulation, 2020. The existing administrative support structure shall be supplemented by the required technical personnel for effective delivery of the Online programme.

Instructional Delivery Mechanism & Usage of Media for Online Learning:

Instructional Delivery Mechanism: The programme shall be delivered through the University's LMS. E-learning material shall be designed and delivered in the UGC four-quadrant approach. The online platform shall support learner registration, content delivery, engagement tracking, assessment, results, analytics and reporting.

Quadrant-I: e-Tutorials, including organized video/audio lectures, animations, simulations, demonstrations, virtual labs, activities and transcription of the video;

Quadrant-II: e-Content, including digital Self-Learning Material / self-learning e-modules, e-books, PPTs, illustrations, case studies, web resources, open-source content, research papers, journals, articles, reference links and supplementary learning resources;

Quadrant-III: Discussion Forum, providing interaction with Course Coordinators and Course Mentors for raising doubts, academic discussion and clarification on a real-time or near real-time basis;

Quadrant-IV: Assessment, comprising MCQs, fill-in-the-blanks, matching questions, short- and long-answer questions, quizzes, assignments, problem-solving exercises, FAQs and clarification of common misconceptions. Academic Counsellors/Course Coordinators shall provide continuous academic and learner support during the programme.

Online Instructional Delivery Mechanisms

Course delivery shall conform to the UGC Regulations, as amended from time to time. The University shall publish an academic calendar on the LMS covering learner induction, synchronous online sessions, discussion forums, release of e-content, assignments, formative assessments, project activities and end-semester examinations. All counselling and academic interaction for the Online programme shall be provided online through scheduled live sessions, discussion forums, e-mail, help desk and other approved digital tools.

Learner Support Services:

Dr. C. V. Raman University Centre for Distance and Online Education shall provide learner support for the Online BBA programme through a dedicated online help desk, LMS-based notices and dashboards, e-mail, SMS alerts, online guidance and counselling, discussion forums, grievance-redressal mechanisms and remote access to digital library, e-resources. Programme information, e-learning materials, academic calendar, assignments, examination notifications and support contacts shall be made available through the University website and LMS. Learner support for Online mode shall be provided directly by the University.



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Online Counselling & Study Structure:

The online counselling and study structure for the BBA programme is given below:

BBA – ONLINE COUNSELLING & STUDY STRUCTURE											
Bachelor of Business Administration (B.B.A.) Duration: 3 Years Total Credits: 120											
S. No.	Semester	Course Code	Name of the Course	Credits	No. of Weeks	Synchronous Online Counselling / Webinar / Live Lectures (hours)	Discussion Forum / Asynchronous Mentoring (hours)	e-Tutorial (hours)	e-Content (hours)	Self-Study incl. Assessment (hours)	Total Study Hours
1	First Semester	1BBA1	Hindi Bhasha aur Sanrachna	2	6	6	12	10	10	22	60
2		1BBA2	Fundamentals of Entrepreneurship	2	6	6	12	10	10	22	60
3		1BBA3	Principles of Management	4	12	12	24	20	20	44	120
4		1BBA4	Business Environment	4	12	12	24	20	20	44	120
5		1BBA5	Managerial Economics	4	12	12	24	20	20	44	120
6		1BBA6	Business Mathematics	4	12	12	24	20	20	44	120
7	Second Semester	2BBA1	English Language and Indian Culture	2	6	6	12	10	10	22	60
8		2BBA2	Development of Entrepreneur	2	6	6	12	10	10	22	60
9		2BBA3	Business Communication	4	12	12	24	20	20	44	120
10		2BBA4	Introduction to Accountancy	4	12	12	24	20	20	44	120
11		2BBA5	Business Law	4	12	12	24	20	20	44	120
12		2BBA6	Organizational Behaviour	4	12	12	24	20	20	44	120
13	Third Semester	3BBA1	Hindi Language aur Samvedana	2	6	6	12	10	10	22	60
14		3BBA2	Environmental Studies-I	2	6	6	12	10	10	22	60
15		3BBA3	Banking & Insurance Practices	4	12	12	24	20	20	44	120
16		3BBA4	Cost & Management Accounting	4	12	12	24	20	20	44	120
17		3BBA5	Business Statistics	4	12	12	24	20	20	44	120
18		3BBA6	Management Information System	4	12	12	24	20	20	44	120



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BBA – ONLINE COUNSELLING & STUDY STRUCTURE

Bachelor of Business Administration (B.B.A.) | Duration: 3 Years | Total Credits: 120

S. No	Semester	Course Code	Name of the Course	Credits	No. of Weeks	Synchronous Online Counselling / Webinar / Live Lectures (hours)	Discussion Forum / Asynchronous Mentoring (hours)	e-Tutorial (hours)	e-Content (hours)	Self-Study incl. Assessment (hours)	Total Study Hours
19	Fourth Semester	4BBA1	English Language and Scientific Temper	2	6	6	12	10	10	22	60
20		4BBA2	Environmental Study-II	2	6	6	12	10	10	22	60
21		4BBA3	Financial Management	4	12	12	24	20	20	44	120
22		4BBA4	Marketing Management	4	12	12	24	20	20	44	120
23		4BBA5	Production & Operation Management	4	12	12	24	20	20	44	120
24		4BBA6	Human Resource Management	4	12	12	24	20	20	44	120
25	Fifth Semester	5BBA1	Hindi Language (Bhasha Kaushal aur Sanchar Sadhan)	2	6	6	12	10	10	22	60
26		5BBA2	Computer & Information Technology Basics-I	2	6	6	12	10	10	22	60
27		5BBA3	Corporate Strategy	4	12	12	24	20	20	44	120
28		5BBA4	Research Methodology	4	12	12	24	20	20	44	120
29		5BBA5	Consumer Behaviour	4	12	12	24	20	20	44	120
30		5BBA6	Advertising and Sales Management	4	12	12	24	20	20	44	120
31	Sixth Semester	6BBA1	English Language and Aspects of Development	2	6	6	12	10	10	22	60
32		6BBA2	Computer & Information Technology Basics-II	4	12	12	24	20	20	44	120
33		6BBA3	Project Work & Viva Voce	6	-	-	-	-	-	-	-
34		6BBA4	Service Marketing	4	12	12	24	20	20	44	120
35		6BBA5	Marketing Research	4	12	12	24	20	20	44	120



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F) Procedure for admissions, curriculum transaction & evaluation:

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

Admission to the BBA programme shall be through merit and/or entrance test, as applicable under the rules of the University. A candidate who has passed with (Gen- 45%, SC, ST, OBC-40%) in the Higher Secondary Examination (10+2) in any discipline from the Chhattisgarh Board of Secondary Education or any other recognised/equivalent Board may be admitted. The entire admission process, including application, document verification, fee payment and communication, shall be conducted online as per UGC ODL and OL Regulation, 2020.

Fees:

Sl.	Programme	Duration	Fee charged for complete programme
1.	B.B.A	3 Years	66000/-

Financial Assistance:

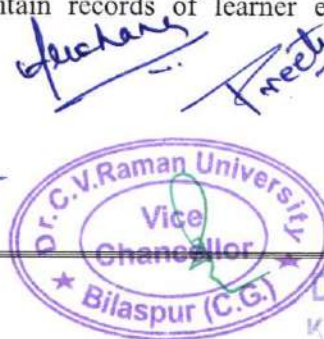
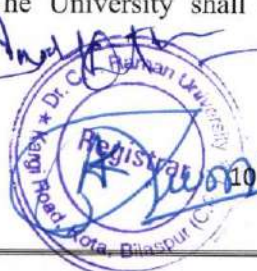
E-scholarship is provided to SC/ST students as per norms of the Govt. of Chhattisgarh authorized schemes, other CSR, Raman scholarship will be provided as per the University norms.

Evaluation system:

The system of evaluation in Online Learning mode shall comprise continuous, formative assessment and summative end-semester assessment using the University LMS and secure examination systems. The programme shall follow the approved 30:70 assessment pattern, with Continuous Assessment carrying 30 per cent weightage and End-Semester/Term-End Examination carrying 70 per cent weightage, consistent with the UGC-prescribed maximum and minimum weightages for these components. The evaluation system shall include the following:

1. Self-assessment exercises within each unit of study.
2. Continuous evaluation through online course-coordinator marked assignments, quizzes, case analyses, presentations, discussion-forum participation and other approved online activities, including computer/software-based practical activities wherever applicable.
3. Proctored End-Semester Examination / Term-End Examination.
4. Project works.

Learners shall complete and submit the prescribed continuous assessment/TMA responses through the LMS within the notified timelines before appearing in the End-Semester/Term-End Examination. The University shall maintain records of learner engagement and



assessment through its LMS/evaluation systems. End-Semester / Term-End Examinations for the Online BBA programme shall be conducted through technology-enabled secure online testing and/or proctored examination in conformity with UGC norms, with learner identity authentication and appropriate security arrangements to ensure transparency, credibility and academic integrity.

- (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 shall conduct End-Semester/Term-End Examinations in the semester system as per the notified academic calendar. For Online mode, examinations shall be conducted through technology-enabled secure online testing and/or proctored examination in conformity with UGC norms, with appropriate identity authentication and security arrangements. Students will be permitted to appear 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 shall be completed under the guidance of a University-approved Project Supervisor. Project supervision, submission and academic interaction will be carried out through the LMS. The project report shall be submitted in the prescribed digital format and the viva-voce shall be conducted through a secure online/video-conferencing or other University-approved mode in the presence of an external examiner, with appropriate learner identity verification and safeguards for the integrity of assessment.

G) Requirement of the laboratory support and library resource:

The Online BBA programme does not require any mandatory physical laboratory course as a curricular requirement. Any computer-related practical component shall be limited to computer based applications and shall be facilitated through approved software tools, virtual, remote environments, simulations and LMS-based activities, consistent with UGC provisions applicable to Online programme. Learners shall be provided remote access to

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digital library resources, including e-books, e-journals, databases, reference materials and other e-resources through the University/CDOE library systems.

H) Cost estimates of the programme and the provision:

The BBA curriculum has been offered earlier; however, for Online mode the programme delivery system and e-learning resources require continuous development and upgradation in accordance with applicable UGC requirements. The current cost estimate of Rs. 13,79,000/- includes development/upgradation of four-quadrant e-learning material, audio-video production, LMS, online learner support, programme delivery, assessment/proctoring and maintenance. A provision of Rs. 13,80,000/- has been made for the programme.

I) Quality assurance mechanism and expected programme outcomes:

The Centre for Internal Quality Assurance (CIQA), CDOE shall monitor the Online BBA programme through periodic review of the curriculum, e-learning material, LMS-based delivery, learner engagement, assessment practices, learner-support services and stakeholder feedback. E-learning materials shall be reviewed against applicable UGC quality standards, including the four-quadrant design, accessibility, academic integrity, learning outcomes and currency of content. CIQA shall undertake annual quality review academic audit and recommend corrective and improvement measures. Learner feedback and LMS analytics shall be used for continuous improvement. The PPR and subsequent revisions shall be implemented after approval by the appropriate statutory authority of the University and monitored for proper implementation.

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 create and develop presentation skills for seminars/conferences.




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