

PANDIT SUNDARLAL SHARMA (OPEN) UNIVERSITY CHHATTISGARH
PROGRAMME PROJECT REPORT (PPR)

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

a) **Programme Mission and Objective:** Bachelor of Business Administration is designed to give Learners the ability to develop their career to its fullest potential in the area of Management. The education in management will combine theory and practices so that Learners will be prepared for a business career both for entrepreneurial and service market. Following are the broader objectives of the programme:

- i. To educate and prepare the prospective and diverse group of Learners of Chhattisgarh with knowledge, analytical ability and management perspectives and skills needed to provide leadership to organisations.
- ii. To make the Learners aware of changing scope and strategies of business needful to operate in a competitive business environment.
- iii. To groom entrepreneurial culture among the learners, so as to work in the line of generating self-employment.
- iv. To enhance the decision-making capability of the learners in relation to realistic business situations.
- v. To seek continuous improvement in individual learning skills and personal development and to work with confident self-direction and originality so as to make a meaningful contribution to society.
- vi. To be prepared for a lifelong career in business management acquiring the skills and experience to undertake appropriate research and study of matters that come before management.
- vii. To develop self-confidence and the ability to deal with complex issues in a systematic yet creative manner.

b) **Relevance of the Program with HEI's Mission and Goals:** Pandit Sundarlal Sharma (Open) University Chhattisgarh is committed to endow with quality education to the mass where regular form of education cannot reach. In the line of the mission of the University, this programme will provide ample of opportunities to those rural and backward masses who are deprived of education and cannot find a place in regular education system. Apart from that it is also open to those who wish to continue their learning irrespective of their

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age. The programme aims to provide quality business education to the Learners at their doorstep.

- c) **Nature of Prospective Target Group of Learners:** The course is designed to fulfil the requirements, both at Individual and Industrial level. Firstly, at Individual level the prospective learners can be 10+2 level Learners of Chhattisgarh state belonging to both rural and Urban areas who seek to find a place in the job market. This course will enable them to learn and acquire the basic knowledge and skills required at the Industrial level. Secondly, the target group can also be Industrial/Organisational personnel seeking to get maximum benefit of the current position held at Organisation. By learning the multifaceted components of course, one would be able to find higher and key positions in Organisational hierarchy with increased job responsibilities.
- d) **Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:** Business Administration is one of the suitable course/programmes to be offered through Open and Distance Learning mode. The conceptual knowledge can be thoroughly captured by the learners to acquire the capability which will make them polished for employment market.

e) **Instructional Design :**

- i. **Duration and Credit:** This programme has a duration of three years although learner may complete the programme gradually within a maximum period of six years. The programme has weightage of 120 credits. In this programme the Learners have to study 8 Courses in First and Second Year of the Programmes while Third Year will comprise of 7 Course of which project report (Dissertation) of 8 credits weightage is made mandatory. Contact sessions for courses shall be arranged at the Head Quarter and Learners Support centre where the Learners can solve their difficulties.
- ii. **Medium:** The course material for BBA programme will be in English language. However, Learners can opt for both English and Hindi language for answering the questions in the examination.
- iii. **Course Structure:**

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Placed before BOS on dt. 10.03.2023

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
DURATION OF THE COURSE: 3 YEARS
ELIGIBILITY: 10+2

COURSE SYLLABUS
PART-1/YEAR 1

COURSE CODE	COURSE TITLE	CREDIT
I (Foundation Course)	हिंदीभाषा - भाग- 1	5
II (Foundation Course)	English Language- Part - 1	5
पर्यावरण अध्ययन (अनिवार्य विषय में कोई क्रेडिट नहीं है)		
BBA-01	Principles of Management	5
BBA-02	Introduction to Accountancy	5
BBA-03	Managerial Economics	5
BBA-04	Business Environment	5
BBA-05	Business Statistics	5
BBA-06	Business Communications	5

PART-2/YEAR 2

COURSE CODE	COURSE TITLE	CREDIT
III (Foundation Course)	हिंदीभाषा - भाग- 2	5
IV (Foundation Course)	English Language- Part -2	5
BBA-07	Marketing Management	5
BBA-08	Human Resource Management	5
BBA-09	Production and Operation Management	5
BBA-10	Banking and Insurance Practices	5
BBA-11	Business Oriented Computer Applications	5
BBA-12	Entrepreneurship Development	5

PART-3/YEAR 3

COURSE CODE	COURSE TITLE	CREDIT
V (Foundation Course)	हिंदीभाषा - भाग- 3	5
VI (Foundation Course)	English Language- Part -3	5
BBA-13	Financial Management	5
BBA-14	Organizational Behaviour	5
BBA-15	Business Law	5
BBA-16	International Business	5
BBA-17	Project Report	8

Note-1. Environmental Studies (non-credit courses) with 50 marks of theory and 25 marks of Project Report has to be submitted in either first, second or third year.

iv. **Learning Method:** The learning method developed by University will comprise of independent form of delivery and will constitute the following components:

- Self-Instructional text books (Self Learning Materials).
- Counselling and contact sessions at the study centre by the subject experts.
- Preparing the Learners for writing project report.
- Group discussion and Case studies.

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- v. **Means of Delivery:** The Learners will be given with syllabus of the courses and also the Self-learning material. It helps the Learners to study a specific topic. If the student has any difficulty, he or she can make a note of it. They can discuss these noted difficulties with the counsellor during the contact session at the study centre.
- vi. **Requirement of Faculty and Support Staff:** Department of Management is presently headed by one permanent faculty who will act as a programme coordinator. Supporting staffs will be deputed at the study centre as per need of the course curriculum.
- f) **Procedure for admissions, curriculum transaction and evaluation:**
- i. **Procedure of Admission:** The admission for this programme will be on yearly basis (or as decided by the University from time to time). All the admissions for the Programme will be done through online mode. Applications will be invited by the University within stipulated time period where Learners have to apply for the same with all their testimonials and required fees. The minimum eligibility for admission into this programme for the candidates is having passed 10+2 examination of Chhattisgarh Board of Secondary Education, Chhattisgarh or any other equivalent examination of a Board or University recognized by Pandit Sundarlal Sharma (open) University Chhattisgarh.
- ii. **Curriculum Transaction:** For successful completion of the proposed programme, a candidate has to obtain minimum passing mark in each of the subjects as specified in the University ordinance no. 1 Part- C (1) and will have to submit a project report prepared under the guidelines of the project supervisor. Degree will be awarded on the basis of aggregate marks obtained in 1st 2nd and 3rd year. Passing in all the years will be an essential criteria for the award of degree.
- iii. **Evaluation Pattern:** The pattern of evaluation for each course from year I to year III of B.B.A programme will have following three components: (a) Continuous Assessment through TMA (b) Project Work/Viva-Voce (c) Term End Examination (TEE)
- **Continuous Assessment through Tutor Mark Assignment:** For each course in every year the Learners performance will be continuously evaluated. Continuous assessment schedule and evaluation will be done by the Study Centre which will be monitored by the department concern. The Learners have to submit Tutor Mark Assignment (TMA) carrying 30 marks before the Term end examination (TEE) which will be the base of evaluation.
- **Project Work/ Viva Voce:** Evaluation of this component will be based on project work submitted by the Learners with viva-voce. Viva-voce will be conducted in the presence of an external examiner.

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- **Term End Examination (TEE):** Term End Examination (TEE) will be conducted at the end of the learning period through an examination as like other universities. Term End examination (TEE) of each course will be of 70 marks and will be on subjective mode. The questions in the examination will comprise of very short type answer, brief answers and long type answers. The structure of the examination is as under:

Section	Total No. Of Questions	Type of Questions	Marks
A	8 (All Compulsory Questions)	Objective Type	1X8=8
B	6 (4 Should be answered)	Very Short Type	2.5X 4=10
C	4 (3 Should be answered)	Short Type	5X3=15
D	4 (2 Should be answered)	Semi Long Type	10X2=20
E	2 (1 Should be answered)	Long Type	17X1=17
TOTAL	24 (18 Should be answered)		70 Marks

- **University Fee Structure:** The fee structure of the BBA programme is as under:

Details of University Fee (In Rupees)

Particulars	Year I	Year II	Year III	Total
Yearly Fees	6000	6000	6000	18000

- g) **Requirement of the laboratory support and Library Resources:** Laboratory is not required as a part of this Curriculum. Resources in the form of reference books and Journals will be made available to the Learners in the University Central library, which they can access for gaining knowledge and conceptual clarity.
- h) **Cost estimate of the programme and the provisions:** For the design, development delivery and maintenance of the programme the fund will be as per the budget allocated by the University in its Annual Budget session.
- i) **Quality assurance mechanism and expected programme outcomes :** The monitoring of the programme will be done on continuous basis by the department concern. Regular updating of the curriculum and syllabus will be checked by the concerned board of studies and regular monitoring will be done by Centre for Internal Quality Assurance (CIQA) of the University. Learners will be asked to provide their feedback on continuous basis to develop suitable action plans for the programme and will be duly incorporated into the teaching and delivery system.

BBA graduates are expected to communicate effectively and professionally and to demonstrate the ability to create written and oral statements for diverse audience, demonstrate the ability to identify and evaluate relevant information for decision making and make use of thinking skills to assess the information and solve problems in uncertain environments. It also enable them to demonstrate effectively practicing of overall functional business knowledge and ability to identify and interpret essential business concepts, principles and skills.

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