

PROGRAMME PROJECT REPORT (PPR)

OF

BACHELOR OF BUSINESS ADMINISTRATION

**CENTRE FOR DISTANCE AND ONLINE EDUCATION
SAMBALPUR UNIVERSITY, ODISHA**



ସମ୍ବଲପୁର ବିଶ୍ୱବିଦ୍ୟାଳୟ
Sambalpur University

Accredited With Grade-A by NAAC (Second Cycle)

Jyoti Vihar, Burla, Sambalpur, Odisha-768019

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BACHELOR OF BUSINESS ADMINISTRATION
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I. Programme's Mission & Objectives

(i) Mission: To provide competency-driven education, offering the best professional development and career management opportunities through both Open and Distance Learning (ODL) & Online (OL) Programmes mode to the students and working professionals to help them develop Administrative, Managerial and Leadership skills to enhance their career prospects. The students will be able to move up their career ladder and/or launch out on an entrepreneurial career

(ii) Objectives:

The programme aims to achieve the following objectives

1. To provide an opportunity to get a BBA degree to those who find it too difficult or even impossible to pursue regular BBA course at a University either due to their job commitments or certain other circumstances.
2. To develop business and entrepreneurial aptitude among students and to provide knowledge and requisite skills in different areas of management like human resource, finance, operation and marketing to give holistic understanding of business system.
3. To help the learners, study at their own pace, and from their own chosen place.
4. To provide adequate basic understanding about business and marketing among the students.
5. To develop skills in matters related to business administration.
6. To create an additional avenue of self-employment and also to benefit various financial/ commercial/ business institutions by providing them with suitable qualified persons.

The Programme Educational Objectives:

The students of BBA programme would be able to

1. To develop competency in the underlying concepts, theory and tools taught in the core undergraduate curriculum

2. Equip students with analytical skills and decision making
3. Hone Skills of students and enable them to practice quantitative method techniques
4. Inculcate entrepreneurial skills Managerial concepts with Leadership skills
5. Develop knowledge about emerging markets and technologies

Program Outcomes:

The students of BBA programme would be able to

1. Develop viable alternatives and make effective decisions relating to business administration
2. Identify and analyse relevant global factors that influence business and decision making
3. Develop critical thinking and value-based leadership ability
4. Understand, analyze and communicate global, economic, legal, and ethical aspects of business
5. Lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment
6. Design strategies using the appropriate methodology for business development
7. Ability to conceptualise a complex issue into a coherent written statement and to communicate effectively
8. Ability to demonstrate technical competence in domestic and global areas of business through the study of major disciplines within the fields of business

II. Relevance of the programme with HEI's Mission and Goals:

University Mission

- Sambalpur University shall strive to educate society for generations by providing transformative education with deep disciplinary knowledge and concern for environment.
- To develop problem solving, leadership and communication skill in student participants to serve the organization of today and tomorrow.
- To aim for the holistic development of the students by giving them value based ethical education with concern for society.
- To foster entrepreneurial skills and mindset in the students by giving lifelong learning to make them responsible citizens.

In order to align with the mission and goals of Sambalpur University, the ODL/OL mode BBA Programme is planned to enable students and working professionals to gain knowledge in various domains of management, specialize in a domain of their choice, gain knowledge of not only managerial skills including analysis, data based decision making and entrepreneurship, but also introduce them to Leadership role in newer and emerging markets, products and technologies.

1. It's a beneficial to all those candidates who have their plans to do MBA in future. Course structure of the BBA Programme is design in such a manner that it was like foundation for the MBA Programme. This course helps as aspirant to study about the economic trends fiscal policies and also the different administrative and commerce oriented techniques to deal with various operations and transactions in the commercial world.
2. As BBA is a professional course student can get more job opportunities easily as compare to other graduations courses.
3. Opportunities for placement of the BBA degree holders are plenty as they undergo domain knowledge in marketing, human resource and finance.
4. This Course can fulfil the current requirement of society, government and others.
5. To provide an educational delivery system that is flexible, technology driven meets the prevailing requirements and is cost effective.
6. This program delivers required theoretical and industry inputs to students that develops creative thinking to make them experts and professionals in the field.
7. BBA student can get business relation decision making knowledge and skill development. Thus, it opens door for entrepreneurship.

III. Nature of prospective target group of learners:

It is by now well accepted that an BBA degree is an important tool for professionals to enhance their knowledge of business, expand their career options and move up their career ladder, acquired Leadership skills or embark on an entrepreneurial journey.

This ODL/OL programme has been designed for conventional learners, as well as working professionals and other individuals aspiring to acquire knowledge and associated academic credentials. Considering that all candidates interested in pursuing a degree may not be able to

afford the same through a campus mode for reasons of paucity of time or financial constraints, online delivery is a feasible option to enable them to acquire knowledge and skills.

The programme is so designed that the prospective students who may not be able to afford full time, residential BBA are provided with high value learning, anytime, anyplace, at one's own pace.

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

The courses in the programme are delivered through both ODL/OL mode which is a modular unit of e-learning material which is inter-alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study and includes contents in the form of a combination of the following e-Learning content, and made available through four-quadrant approach namely,

1. e-Tutorial - faculty led Audio - Video Lectures
2. e-Content (combination of PDF/ e pub) Text Materials,
3. Discussion forum for raising of doubts and clarifying the same on real time basis by the Course Coordinators/Course Mentors assigned to students
4. Self- Assessment Quiz, Test and Assignments to reinforce learning. Reference books are also mentioned in the syllabus. Latest Edition of Reference books may be referred to.

A robust Learning Management System that keeps track of delivery of e-Learning Programmes, learner's engagement, assessment, results and reporting in one centralized location, is in place. All of the above can be done/delivered by online and other platforms without much loss of reliability. Hence the BBA programme is suited for both ODL/OL mode of learning.

V. Instructional Design

Course Curriculum: Institution adopts specialized approach where the task involved in course design & development is assigned to professionals in the particular department of the university

and/or external experts. A draft with the objectives in prepared. It is evaluated by Institution who in turn composes a team of experts to have judicious review of the proposed course that it meets the objectives of ODL/OL education.

Program Structure: Institution constitutes a team of experts to review the course structure. The review team provides its feedback and recommendations to the concern faculty. In case of any modifications suggested by the review team, the curriculum of the course is re-worked upon.

Study Materials: The study material is Self-Learning (SLM) format, which is the essence of standard distance learning Programs. Thus Institution initiates to develop all materials in SLM format. Experts both internal & external to write the study material on the specific guidelines laid down by statutory body.

Review by Board of Studies: The course is meticulously reviewed by BOS. Recommendations of BOS are implemented on priority. It also checks & defines the applicability, credit hours, scheme of examination for the course.

Approval by Academic Council: Finally, the course is submitted to the Academic Council of the University for Final Approval.

Programs are offered on semester basis. A modular approach towards pursuing a long term degree Program is implemented. Academic activities are linked together to engage learner and maximize learning.

Program structure: Bachelor of Business Administration

Paper Code	Subject Title	Paper Type	Credit	Mark
Semester I				
101	Environmental Science	Ability Enhancement Compulsory	2	50
102	Fundamentals of Management & Organisational Behaviour	Core Discipline	6	100
103	Statistics for Business Decisions	Core Discipline	6	100
104	Entrepreneurship Development	Elective Course – Generic/Interdisciplinary Course	6	100

Total			20	350
Semester II				
201	Business Communication (Language : English / MIL)	Ability Enhancement - Compulsory	2	50
202	Managerial Economics	Core Discipline	6	100
203	Business Accounting	Core Discipline	6	100
204	Ethics& Corporate Social Responsibility	Elective Course – Generic/Interdisciplinary	6	100
Total			20	350
Semester III				
301	Macroeconomics	Core Discipline	6	100
302	Principles of Marketing	Core Discipline	6	100
303	Management Accounting	Core Discipline	6	100
304	Production & Operations Management	Elective Course – Generic/Interdisciplinary	6	100
305	Personality Development & Communication Skills	Skill Enhancement Course	2	50
Total			26	450
Semester IV				
401	Business Research	Core Discipline	6	100
402	Human Resource Management	Core Discipline	6	100
403	Financial Management	Core Discipline	6	100
404	India's Diversity & Business	Elective Course – Generic / Interdisciplinary	6	100
405	IT Tools for Business	Skill Enhancement Course	2	50
Total			26	450

Semester V				
501	Quantitative Techniques for Management	Core Discipline	6	100
502	Legal Aspects of Business	Core Discipline	6	100
503	Elective – I	Discipline Specific Elective	6	100
504	Elective – II	Discipline Specific Elective	6	100
505	Dissertation & Viva (Summer Internship project)		6	100
Total			30	500
Semester VI				
601	Business Policy & Strategy	Core Discipline	6	100
602	Financial Institutions & Markets	Core Discipline	6	100
603	Elective – III	Discipline Specific Elective	6	100
604	Elective – IV	Discipline Specific Elective	6	100
Total			24	400
Grand Total			146	2500

DISCIPLINE SPECIFIC ELECTIVE COURSE: Finance (DSE - I), Marketing (DSE - II), Human Resource (DSE - III)			
Paper Code	DSE - I (Finance)	DSE – II (Marketing)	DSE - III (Human Resource)
503	Investment Banking & Financial Services	Consumer Behaviour	Training & Development

504	Investment Analysis & Portfolio Management	Personal Selling & Sales Force Management	Talent & Knowledge Management
603	Project Appraisal	Retail Management	Performance & Compensation Management
604	Financial Modelling & Derivatives	Distribution & Supply Chain Management	Counselling & Negotiation Skills for Managers

Semester	No. of Papers	Credit	Marks
I	4	20	350
II	4	20	350
III	5	26	450
IV	5	26	450
V	5	30	500
VI	4	24	400
TOTAL	27	146	2500

VI. Procedure for admissions, curriculum transaction, evaluation and medium of instruction

Minimum Eligibility:

- Candidates who have cleared their 12th Standard or equivalent examinations from a recognised Council/Board can apply for the course.

Examination: CDOE is an institution owned and controlled by the authority of Sambalpur University. The examination in respect of CDOE students is conducted by the Sambalpur University. All matters relating to the examinations, i.e. result mark sheet, degree etc. are dealt with the controller of the examination.

Evaluation: Though evaluations of Assignments / Seminar / class test / tutorial etc. are conducted to evaluate the students with 30% credit for continuous evaluation and 70% credit

for end term examination. The final evaluation is done through Term End Examination (weight age: 100%).

Curriculum Transaction: In the BBA course, instructions are imparted mainly through lecture method during the personal contact programme. It also make use of smart class room. The printed study material is sent to the students by post. Efforts are afoot to provide the study material in soft copies to the learners and to provide them the facility to download the study material from the website through their respective student ID.

Medium of Instruction: The medium of instruction in BBA is English. The study material will be made available to the student in English language. The lectures in personal contact programme are generally delivered in English.

VII. Requirement of the laboratory support and Library Resources

Laboratory support: There is requirement of computer laboratory which is specifically useful for this course. The CDOE has a Computer Lab with thirty (30) personal computers connected by high speed Internet and wireless networks, LAN and printers, white board with multi-media projection facilities.

One to One classes: From time to time, the Institution conducts one to one class online for students on demand basis.

Doubt clearing session: A provision to interact with subject faculties is also facilitated to students. Students can clear their doubts one to one with faculty members.

Assignments, Case Studies, Project Work: Apart from the main learning material, students shall be provided with assignments, case studies and project work. These learning components are generally based on contemporary situation in the industry and markets.

Lab Computers With Configuration			
Sl. No.	Configuration	Software	Usage

1.	Intel core i7 processor RAM: 8GB Storage: 1TB	1. Windows 10 operating system or Windows 11 2. Linux operating system (Ubuntu or CentOS)	Practical and program execution
Total	30		

VIII. Cost estimate of the programme and the provisions:

1. The course Fees for BBA is ₹ 10,000/- per semester $\times 6 = ₹ 60,000/-$
2. Examination Fees: ₹ 1000/- per semester (Total 6 Semesters) = ₹ 6000/-
= Grand Total ₹ 66,000/- (1+2)

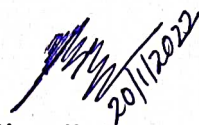
IX. Quality assurance mechanism and expected programme outcomes

Sambalpur University is one of the premier University of Odisha enlisted under NAAC Grade-A. It has its own effective quality assurance and control mechanism. The expected outcome of this programme is to provide quality education in more economical way to produce quality professionals in the fields of Management education who will be ready to serve society and mankind in more effective way.

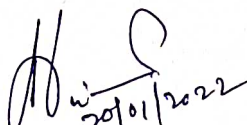
IQAC has a mandate to review the teaching and learning process. The Primary aim of the IQAC is to develop a system for conscious, consistent and catalytic action to improve the academic and administrative performance of the institution. The Sambalpur University has an IQAC with the following objectives:

- The primary aim of the IQAC is to develop system for conscious, consistent and catalytic action to improve the academic and administrative performance of the institution.
- IQAC is to keep the institution abreast of and abuzz with quality sustenance activities on a wide gamut of pertinent issues.


- IQAC is to generate good practices, ideas, planning, implementing and measuring the outcome of academic and administrative performance of the institution.
- The IQAC submits the Annual Quality Assurance Report of the University duly approved by statutory bodies of the University to NAAC regularly.



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