

Annexure-03

Title of Programme: Bachelor of Business Administration (BBA)
School of Management Studies and Commerce
Uttarakhand Open University
Programme Project Report (PPR)

I. Programme's Mission & Objectives

This programme aims;

- To equip learners for using analytic and reflective techniques to identify and analyze problem, develop viable alternatives and make effective decisions.
- To acquaint them with appropriate quantitative and qualitative techniques in solving business problems.
- To inculcate the skills for preparing and delivering effective business presentations using a variety of appropriate technologies.

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

The programme aims at explaining the business environment in which the public and private sectors operate. It helps learners to develop decision making ability in real time business situations. It also focuses on developing operational and analytical skills in learners to tackle business problems in different sectors.

The program helps learners to understand different business environments in which various organizations operate. The case studies discussed provides an exposure to the learners to real time business situations and challenges faced by the business leaders.

The successful completion of the course leads the management graduates to get basic knowledge of various fields such as general managerial principles, processes and concepts. These are building blocks for working in different type of organizations in diverse business conditions. A wide range of opportunities open in front of the learners once the course is completed. Thus, the Programme has been fulfilling the University's objective to provide professional education to the distant learners of Uttarakhand. This Programme has been developed as per the guidelines issued in NEP 2020.

III. Nature of prospective target group of learners:

The programme shall also be useful for the professionals who want to advance and improve in their current job profile. Further, the programme is also for young aspirants who wish to enhance their professional skills with a sound management qualification.

Accordingly, the target learners of the programme are;

- Intermediate pass learners

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- Graduates through conventional programmes of study
- Government Employees
- Businessmen
- Budding Entrepreneurs
- Professionals working in various private sectors

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

The programme has been designed strictly in accordance with the norms and standards specified for management education. The programme provides conceptual understanding of business administration, managerial skills, research skills, and information technology, industrial and global trends, thereby equipping the learners with tools and techniques to lead and manage in today's ever-changing business environment. Adequate attention is also being paid to the application of knowledge, self awareness among learners and development of problem solving, and decision making skills. The appropriateness of the BBA programme offered in the ODL mode is ensured in terms of curriculum design, eligibility criteria, admission procedures, duration, evaluation, project work etc. are Because of its inherent flexibility in terms of entry, method, pace and place of learning, methods of evaluation, the BBA Programme in ODL Mode is suitable for the Early- and mid-career professionals working in Uttarakhand. The Programme offered by the School is useful and geared to fulfill identified gaps in the corporate and business world.

The learning upshots of this qualification are described in four areas:

- Knowledge and understanding
- Cognitive skills
- Practical and professional skills
- Key skills

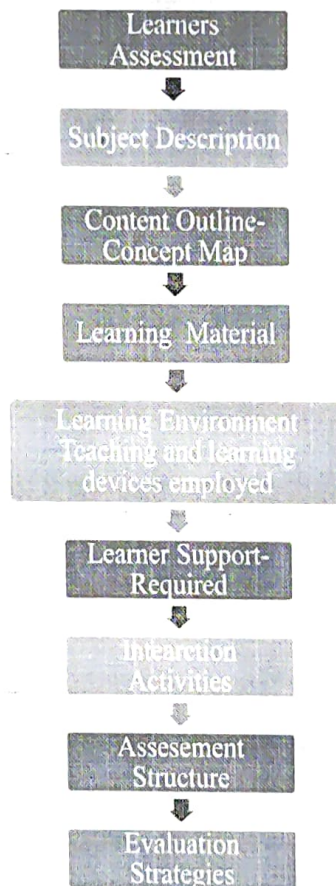
V. Instructional Design :

Instructional design is a scientific system that includes the principles of the effective design and implementation of a programme. In distance learning, instructional design has its own relevance. The successful distance learning design incorporates the unique learning requirements of adult learners. Prior to the development of the courses, curriculum assessment has been done and access devices and pedagogical tools have been applied for making curriculum. The contents of each course are divided into Blocks and Units. The entire study material is divided into small and manageable chunks to facilitate distance learners. For self assessment of learners Self Check Exercises are provided to recapitulate, consolidate and evaluate what they have learnt so far before moving on to the next stage. Further, various theories and models are referred for designing effective instructional events, some are specified as under;

- Learning objectives
- Self Check Exercises with Answers
- More Reinforcing activities

- Small chunks of learning through learning modules.
- Statement of Objectives
- In-depth learning
- Hint Answers
- Reference Texts
- Real World Contexts
- Real World Examples
- Self Appraisal Exercises
- School's Blog for enhanced learning

The programme has been developed on the basis of the following sequential steps:



VI. Procedure for admissions, curriculum transaction and evaluation:

Admission*

Admission to BBA programme is allowed to the learners who have qualified their Intermediate Level Education (10+2) from a recognized board of education.

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Eligibility	Duration (Yrs)		SLM	Mode Exam (Annual/Sem)	Year / Sem	Programme Fees (in Rs.)	Project/ Workshop/ Research Work	Exam Fees	Practical	Viva Voce	Miscellaneous Fees (in Rs.)	Degree Fee (in Rs.)	Grand Total (in Rs.)				
	Min	Max															
10 + 2	3 or 4	6 or 7	English	SEMESTER	I	5000	-	As per University Norms	-	-	150	-	10150 + Exam Fees				
					II	5000	-	As per University Norms	-	-	-	-	-	10000 + Exam Fees			
					III	5000	-	As per University Norms	-	-	-	-	-	-	10500 + Exam Fees		
					IV	5000	-	As per University Norms	-	-	-	-	-	-	11000 + Exam Fees		
					V	5000	-	As per University Norms	-	-	-	-	-	-	-	-	
					VI	5000	-	As per University Norms	-	-	-	-	-	-	500	-	-
					VII	5000	-	As per University Norms	-	-	-	-	-	-	-	-	-
					VIII	5000	-	As per University Norms	-	-	-	-	-	-	-	-	-

Curriculum Transaction

The details of courses offered in the BBA programme of UOU is as follows:

Semester-wise and Broad Course Category-wise Distribution of credits of the Undergraduate Programmes for UOU													
Year	Semester	Major	Major	Major(El)	Major(El)	Major(El)	Minor/Minor(Vocational)	Ability Enhancement Compulsory Courses (AECC)	Skill Enhancement Courses (SEC)	Generic Elective (GE) /Multidisciplinary	Seminar/Project/Community Reach/Apprenticeship)	Value Addition Course	Total Credits per Semester
1	I	4	--	--	4	3	4	3	3	3	--	3	20
	II	4	--	--	4	3	4	3	3	3	--	3	20
Learners exiting the programme after securing 40 credits will be awarded UG Certificate in the relevant Discipline /Subject. (provided they secure 4 credits in work based vocational courses offered during summer term or internship /Apprenticeship in addition to 6 credits from skill-based courses earned during first and second semester)													
2	III	4	4	--	4	2	4	2	3	3	--	--	20
	IV	4	4	4	4	--	4	--	--	--	--	--	20
Learners exiting the programme after securing 80 credits will be awarded UG Diploma in the relevant Discipline /Subject. (provided they secure additional 4 credit in skill based vocational courses offered during first year or second year summer term)													
3	V	4	4	4	4	--	4	--	--	--	4	--	20
	VI	4	4	4	4	--	4	--	--	--	--	--	20
<u>Bachelor of Business Administration with a Minor in 'Discipline'</u> upon securing 120 credits													
4	VII	4	4	4	4	--	4	--	--	--	--	--	20
	VIII	4	--	--	4	--	4	--	--	--	12	--	20
<u>Bachelor of Business Administration (Honours with Research) with a Minor in 'Discipline'</u> upon securing 160 credits													
OR													
	VIII	4	4	4	4	--	4	--	--	--	--	--	20
	<u>Bachelor of Business Administration (Honours) with a Minor in 'Discipline'</u> upon securing 160 credits												

Other Details related to course Structure:

1. Disciplines identified as **Interdisciplinary Minors** to be offered by the Department of Management Studies for BBA Programme: CS and IT, Tourism Studies, Commerce, and Vocational Studies.
2. Disciplines identified as **Multidisciplinary** to be offered by the Department of Management Studies for BBA Programme: CS and IT, Tourism Studies, Vocational Studies, Science, Mathematics, and Humanities.
3. The List of Discipline Major and Discipline Electives is as follows:

S. No.	Title of the Course (04 credit each)	Semester	Category	Level	Course Code
1	Principles and Practices of Management	1	Major	100	BBAN-101
2	Introduction to Business Studies	2	Major	100	BBAN-201
3	Micro-Economics for Business	3	Major	200	BBAN-301
4	Business Communication	3	Major	200	BBAN-302
5	Financial Accounting	4	Major	200	BBAN-401
6	Organizational Behavior	4	Major	200	BBAN-402
7	Business Mathematics	4	Major Elective	200	BBAN-403
8	Business Statistics	4	Major Elective	200	BBAN-404
9	Business Laws	4	Major Elective	200	BBAN-405
10	Company Law	4	Major Elective	200	BBAN-406
11	Financial Management	5	Major	300	BBAN-501
12	Human Resource Management	5	Major	300	BBAN-502
13	Values & Ethics in Business	5	Major Elective	300	BBAN-503
14	Business Policy and Strategic Management	5	Major Elective	300	BBAN-504
15	Entrepreneurship Development	6	Major	300	BBAN-601
16	Marketing Management	6	Major	300	BBAN-602
17	Cost and Management Accounting	6	Major Elective	300	BBAN-603
18	Production and Operations Management	6	Major Elective	300	BBAN-604
19	Business Environment	6	Major Elective	300	BBAN-605
20	Income Tax	6	Major Elective	300	BBAN-606
21	Research Methodology	7	Major	400	BBAN-701
22	IT and Management Information System	7	Major	400	BBAN-702

23	Investment Analysis and Portfolio Management	7	Major Elective	400	BBAN-703
24	Macro-Economics for Business	7	Major Elective	400	BBAN-704
25	Training and Development	7	Major Elective	400	BBAN-705
26	Introduction to Business Analytics	7	Major Elective	400	BBAN-706
27	International Business	8	Major	400	BBAN-801
28	Project Management	8th Sem (Courses in Lieu of Research Project of 4th Year)	Major	400	BBAN-802
29	Advertising Management		Major Elective	400	BBAN-803
30	Small Business Management		Major Elective	400	BBAN-804
31	Quantitative Techniques in Management		Major Elective	400	BBAN-805
32	Tourism Policy and Planning		Major Elective	400	BBAN-806

List of Interdisciplinary Minors to be offered to other programmes of study of UOU:

S. No.	Title of the Course	Nature
1	Principles and Practices of Management	Minor
2	Introduction to Business Studies	Minor and Vocational
3	Business Communication	Minor and Vocational
4	Micro-Economics for Business	Minor
5	Business Laws	Minor and Vocational
6	Human Resource Management	Minor
7	Entrepreneurship Development	Minor and Vocational
8	Production and Operations Management	Minor and Vocational
9	Income Tax	Minor and Vocational
10	Investment Analysis and Portfolio Management	Minor
11	Small Business Management	Minor and Vocational

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Minimum Credit Requirements to Award Degree under the following categories¹:

S. No.	Broad Categories of Courses	Minimum Credit Requirement	
		3 Year UG	4 Year UG
1	Major (Core)	60	80
2	Minor Stream	24	32
3	Multidisciplinary	09	09
4	Ability Enhancement Courses (AEC)	08	08
5	Skill Enhancement Courses (SEC)	09	09
6	Value Added Courses common for all UG	06	06
7	Summer Internship	04	04
8	Research Project / Dissertation	--	12
Total		120	160

Note: Honours learners' not undertaking research will do 3 courses for 12 credits in lieu of a research project / Dissertation.

Evaluation

Learners are evaluated on the basis of term end examination and one assignment per course. The assignment is submitted to the Coordinator of the Learner Support Center to which the learner is assigned or attached with. The components of evaluation for each course include the following:

- Assignments 30 % weightage
- End-term examination 70 % weightage

Letter Grades and Grade Points²

The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the Learners performance in a particular semester. The SGPA is based on the grades of the current Semester, while the Cumulative GPA (CGPA) is based on the grades in all courses taken upon completion of a programme of study (as suggested by NEP 2020 draft published in December 2022).

Letter Grade	Grade Points (as per NEP 2020)	Grade Points for UOU	Equivalent %
O (outstanding)	10	9.50 to 10	95.00 to 100.00
A+ (Excellent)	9	9.0 to 9.49	90.00 to 94.99
A (Very good)	8	8.0 to 8.99	80.00 to 89.99
B+ (Good)	7	7.0 to 7.99	70.00 to 79.99
B (Above average)	6	6.0 to 6.99	60.00 to 69.99
C (Average)	5	5.0 to 5.99	50.00 to 59.99
P (Pass)	4	3.5 to 4.99	35 to 49.99
F (Fail)	0	0	0 to 34.99
Ab (Absent)	0	0	0

¹ As per the NEP 2020 Document (Curriculum and Credit Framework for UG Programmes) published in Dec 2022 by UGC, pp 19-20.

² The method of Letter Grades and Grade Points will be modified as per the standard policy formulated by Uttarakhand Open University.

As per the recommendations of UGC the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a learner in all the courses taken by a learner and the sum of the number of credits of all the courses undergone by a learner, i.e.

$$SGPA (S_i) = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

Where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the learner in the i^{th} course.

Example for Computation of SGPA

Semester	Course	Credit	Letter Grade	Grade point	Credit Point (Credit x Grade)	
I	Course 1	3	A	8	3 X 8 = 24	
I	Course 2	4	B+	7	4 X 7 = 28	
I	Course 3	3	B	6	3 X 6 = 18	
I	Course 4	3	O	10	3 X 10 = 30	
I	Course 5	3	C	5	3 X 5 = 15	
I	Course 6	4	B	6	4 X 6 = 24	
		20			139	
		SGPA				139/20=6.95

The Cumulative Grade Point Average (CGPA) is also calculated in the same manner taking into account all the courses undergone by a learner over all the semesters of a programme, i.e.

$$CGPA = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

where S_i is the SGPA of the i^{th} semester and C_i is the total number of credits in that semester.

For Example:

Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
Credit: 20 SGPA:6.9	Credit: 20 SGPA:7.8	Credit:20 SGPA:5.6	Credit: 20 SGPA:6.0	Credit: 20 SGPA: 6.3	Credit 20 SGPA 8.0

$$CGPA = (20 \times 6.9 + 20 \times 7.8 + 20 \times 5.6 + 20 \times 6.0 + 20 \times 6.3 + 20 \times 8.0) / 120 = 6.7666 = 6.77 \text{ (Rounded off)}$$

The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

VII. Requirement of the laboratory support and Library Resources:

A well-equipped library having sufficient number of books and resource material to supplement the learners and faculty requirements are needed. Further, for the programme it is ensured that every Learner Support Center must have sufficient computers with proper internet connectivity to support learners requiring IT facilities.

VIII. Cost estimate of the programme and the provisions:

Cost Estimation		
Particulars	Details	Amount (in Rs.)
INSTRUCTIONAL SERVICES		-
Development of In-house SLM	Payment to course writers	1955000
	Payment to Editors	1173000
	Total Cost	3128000

IX. Quality assurance mechanism and expected programme outcomes :

The Department reviews its programme time to time through its expert committee and Board of Studies' meetings to enhance the standard of its curriculum and instructional design. The Board of Studies and Expert Committee comprise of renowned academicians and practitioners who design, review and update the course curriculum and the study material accordingly.

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