

PERIYAR UNIVERSITY

(NAAC 'A++' Grade with CGPA 3.61 (Cycle - 3))

State University - NIRF Rank 56 - State Public University Rank 25

SALEM - 636 011



CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

Bachelor of Business Administration (B.B.A.)

[SEMESTER PATTERN]

(2024-25 Onwards)

PROGRAMME PROJECT REPORT (PPR)

(Effective from the academic year 2024 – 2025)

Programme Project Report (PPR)

1	Degree Awarding body	Centre for Distance and Online Education (CDOE), Periyar University, Salem – 636011, Tamil Nadu.
2	Name of the Program (specified by UGC /AICTE etc.)	Bachelor of Business Administration (B.B.A)
3	Duration	3 years
4	Program Format	UGC Compliant
5	Program Credit	139 credits
6	Nature of Target Group of Learners	Learners interested in Business and Management.
7	Date of commencement	Proposed for November 2021

I. Program's mission & objectives

Mission Statement:

The mission of the Department of Business Administration, Centre for Distance and Online Education (CDOE), Periyar University is to provide knowledge on business and administration so as to make the individuals to upgrade their skills. It is for developing the skills of business administration and entrepreneurship to achieve the objectives of higher education and benefit the society at large. CDOE extends its service activities to advance the overall mission of the University.

Program Educational Objectives/Goals:

The aim is to develop business administration graduates who, either immediately after graduation or within a few years, will:

- **Become Effective Business Leaders and Managers:** Demonstrate leadership and problem-solving abilities suited for global business settings.
- **Pursue Entrepreneurial Ventures:** Initiate and lead entrepreneurial projects independently or contribute to such efforts within their organizations.
- **Exhibit Innovation Skills:** Utilize a range of skills to drive business innovation and advancement.
- **Enhance Business Management Knowledge:** Apply both theoretical and practical knowledge in business management to support national development while adhering to ethical standards.

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

Institutional Mission:

Our goal is to offer value-based education and shape the character of the younger generation through comprehensive learning. We aim to ensure that their genuine efforts toward progress and prosperity in life are complemented by a strong commitment to selfless service to society. This dual focus on personal advancement and societal contribution reflects our mission of providing education for life and emphasizing compassion-driven research, distinguishing us as a unique institution.

We are dedicated to addressing globally recognized scientific and societal challenges, including those related to the environment, development, and health. Situated at the intersection of Eastern and Western cultures, the institute envisions uniting these two streams through meaningful collaborations with world-class universities and innovative approaches that benefit the entire planet.

Institutional Goals:

- **Enhance Teaching-Learning:** Improve the teaching-learning process by adopting innovative and effective practices to develop competent professionals for careers in research, industry, and business, while considering social and common concerns.
- **Provide Infrastructure and Resources:** Offer top-notch infrastructure and learning resources to support excellence in career and life.
- **Foster Personal Growth:** Aid in personal development by helping students build marketable skills, enhance career prospects, and create productive future options.
- **Promote Collaborations:** Foster partnerships with local industries, esteemed academic institutions, and other entities for resource sharing and to cultivate a culture of creativity, innovation, and entrepreneurship.
- **Improve Education Quality:** Enhance educational quality through active engagement with students, parents, faculty, industry partners, alumni, renowned academic institutions, and research organizations.
- **Uphold Professional Standards:** Maintain and promote high standards of professional ethics, transparency, and accountability.

III. Nature of prospective target group of learners

The prospective target group of learners for a Bachelor of Business Administration (B.B.A.) program is typically comprised of individuals who are interested in gaining a comprehensive understanding of business concepts, practices, and principles. These learners may include high school graduates looking to enter the world of business, professionals seeking to strengthen their business acumen, or entrepreneurs aiming to start their own ventures.

The nature of this target group is diverse, with varying levels of experience, educational backgrounds, and career goals. B.B.A. programs often cater to learners who are eager to develop skills in management, finance, marketing, and other areas essential for success in the business world. Overall, the prospective target group of B.B.A. learners is characterized by their enthusiasm for learning about the intricacies of business and their drive to succeed in the competitive business environment.

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

Program Learning Outcomes (PLOs):

PO 1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate Programme of study

PO 2: Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; Communicate with others using appropriate media; confidently share one's views and express herself/himself; demonstrate the ability to listen carefully, read and write analytically, and present complex information in a clear and concise manner to different groups.

PO 3: Critical thinking: Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge development.

PO 4: Problemsolving: Capacity to extrapolate from what one has learned and apply their competencies to solve different kinds of non-familiar problems, rather than replicate curriculum content knowledge; and apply one's learning to real life situations.

PO 5: Analytical reasoning: Ability to evaluate the reliability and relevance of evidence; identify logical flaws and holes in the arguments of others; analyze and synthesize data from a variety of sources; draw valid conclusions and support them with evidence and examples.

PO 6: Research-related skills: A sense of inquiry and capability for asking relevant/appropriate questions, problem arising, synthesizing and articulating; Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, establish hypotheses, predict cause-and-effect relationships; ability to plan execute and report the results of an experiment or investigation

PO 7: Cooperation/Team work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of a team

PO 8: Scientific reasoning: Ability to analyze, interpret and draw conclusions from quantitative/qualitative data; and critically evaluate ideas, evidence and experiences from an open-minded and reasoned perspective.

PO 9: Reflective thinking: Critical sensibility to live experiences, with self awareness and reflexivity of both self and society.

PO 10: Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data.

PO 11: Self-directed learning: Ability to work independently, identify appropriate resources required for a project, and manage a project through to completion.

PO 12: Multicultural competence: Possess knowledge of the values and beliefs of multiple cultures and a global perspective; and capability to effectively engage in a multicultural society and interact respectfully with diverse groups.

PO 13: Moral and ethical awareness/reasoning: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Capable of demonstrating the ability to identify ethical issues related to one's work, avoid unethical behavior such as fabrication, falsification or misrepresentation of data or committing plagiarism, not adhering to intellectual property rights; appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

PO 14: Leadership readiness / qualities: Capability for mapping out the tasks of a team or an organization, and setting direction, formulating an inspiring vision, building a team who can help achieve the vision, motivating and inspiring team members to engage with that vision, and using

management skills to guide people to the right destination, in a smooth and efficient way.

PO 15: Lifelong learning: Ability to acquire knowledge and skills, including learning how to learn, that are necessary for participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives, and adapting to changing trades and demands of work place through knowledge/skill development/reskilling.

Programme Specific Outcomes:

PSO 1: To enable students to apply basic microeconomic, macroeconomic and monetary concepts and theories in real life and decision making.

PSO 2: To sensitize students to various economic issues related to Development, Growth, International Economics, Sustainable Development and Environment.

PSO 3: To familiarize students to the concepts and theories related to Finance, Investments and Modern Marketing.

PSO 4: Evaluate various social and economic problems in the society and develop answer to the problems as global citizens.

PSO 5: Enhance skills of analytical and critical thinking to analyze effectiveness of economic policies.

V. Instructional Design:

Credit hours for each course or module of the programme

COURSE OF STUDY AND SCHEME OF EXAMINATION

SEMESTER-I		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MARKS		TOTAL
COURSE COMPONENT									CIA	External	
Part I	Paper-I	Language-Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-I	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-I	BBA-24DUBA01: Principles of Management	Y	-	-	-	5	5	25	75	100
	Core Paper-II	BBA- 24DUBA02: Accounting for Managers I	Y	-	-	-	5	5	25	75	100
	Elective Paper-I	BBA-24DUBA03: Managerial Economics	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course BBASEC1-(NME-1) 24DUBAN01- Basics of Event management		Y	-	Y	-	2	2	25	75	100
	Foundation Course BBA- 24DUBAF01- Managerial Communication						2	2	25	75	100
Total							30	23	175	525	700

SEMESTER- II		SUBJECTS	L	T	P	O	Hrs/week	CTEDIT	MARKS		TOTAL
COURSE COMPONENT									CIA	External	
Part I	Paper-II	Language-Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-II	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-III	BBA-24DUBA04:Marketing Management	Y	-	-	-	5	5	25	75	100
	Core Paper-IV	BBA-24DUBA05:Accounting for Managers II	Y	-	-	-	5	5	25	75	100
	Elective Paper-II	BBA-24DUBA06:International Business	Y	-	-	-	4	3	25	75	100
Part IV	Skill Enhancement course BBASEC2-(NME-2) 24DUBAN02- Managerial Skill Development		Y	-	-	-	2	2	25	75	100
	SEC3-24DUBAN03:Business Etiquette and Corporate Grooming						2	2	25	75	100
	EVS						-	-	25	75	100
		Total					30	23	200	600	800

SEMESTER- III		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MARKS		TOTAL
COURSE COMPONENT									CIA	External	
Part I	Paper-III	Language-Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-III	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-V	BBA-24DUBA07:Organizational Behaviour	Y	-	-	-	5	5	25	75	100
	Core Paper-VI	BBA-24DUBA08:Financial Management	Y	-	-	-	5	5	25	75	100
	Elective Paper-III	BBA-24DUBA09:Business Statistics	Y	-	-	-	4	3	25	75	100
Part IV	SEC4-24DUBAN04:Computer Applications in Business		-	Y	-	1	1	1	25	75	100
	SEC5-24DUBAN05:Entrepreneurial Skill New Venture Management		-	Y	-	2	2	2	25	75	100
	Environmental Studies		-	-	-	-	1		25	75	100
		Total					30	22	200	600	800

SEMESTER- IV									MARKS		TOTAL
COURSE COMPONENT		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	CIA	External	
Part I	Paper-IV	Language-Tamil	Y	-	-	-	6	3	25	75	100
Part II	Paper-IV	English	Y	-	-	-	6	3	25	75	100
Part III	Core Paper-VII	BBA-24DUBA09:Business Environment	Y	-	-	-	5	5	25	75	100
	Core Paper-VIII	BBA-24DUBA10:Business Regulatory Frame Work	Y	-	-	-	5	5	25	75	100
	Elective Paper-IV	BBA-24DUBA11:Operations Research	Y	-	-	-	3	3	25	75	100
Part IV	SEC6-24DUBAN06:Tally			Y	-	-	2	2	25	75	100
	SEC7-24DUBAN07:IntellectualPropertyRights		Y		Y		2	2	25	75	100
	Environmental Studies		Y	-	-	-	1	2	25	75	100
Total							30	25	200	600	800

SEMESTER -V									MARKS		TOTAL
COURSE COMPONENT		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	CIA	External	
Part III	Core Paper-IX	BBA-24DUBA12:Human Resource Management	Y	-	-	-	5	5	25	75	100
	Core Paper-X	BBA-24DUBA13:Research Methodology	Y	-	-	-	5	5	25	75	100
	Core Paper-XI	BBA-24DUBA14:Business Taxation	Y	-	-	-	5	4	25	75	100
	Core Paper-XII	BBA-24DUBA15:Management Information system	Y	-	-	-	5	4	25	75	100
	Elective Paper-V	BBA-24DUBA16-Digital Marketing (or) BBA-24DUBA17-Industrial Relations (or) BBA-24DUBA18-Financial Services	Y	-	-	-	4	3	25	75	100
	Elective Paper-VI	BBA-Project with Viva-Voce		-	Y	-	4	3	20	80	100
Part IV	Value Education		Y	-	-	-	2	2	25	75	100
Total							30	25	170	530	700

SEMESTER - VI		SUBJECTS	L	T	P	O	Hrs/week	CREDIT	MARKS		TOTAL
COURSE COMPONENT									CIA	External	
Part III	Core Paper–XIII	BBA-24DUBA19:Entrepreneurial Development	Y	-	-	-	6	4	25	75	100
	Core Paper–XIV	BBA-24DUBA20-Services Marketing	Y	-	-	-	6	4	25	75	100
	Core Paper–XV	BBA-24DUBA21-Production and Materials Management	Y	-	-	-	6	4	25	75	100
	Elective–VI	BBA-24DUBA22:Consumer Behaviour (or) BBA-24DUBA23: Innovation Management (or) BBA - 24DUBA24: Security Analysis & Portfolio Management	Y	-	-	-	5	3	25	75	100
	Elective–VII	BBA-24DUBA25-Fundamentals of Logistics (or) BBA-24DUBA26:E-Business(or) BBA-24DUBA27: Strategic Management	Y	-	-	-	5	3	25	75	100
Part IV	Professional Competency Enhancement 24DUBA28:Quantitative AptitudeI-24DUBA29: Quantitative Aptitude II - (2 hours each)		Y	-	-	-	2	2	25	75	100
Part V	Extension Activities		-	-	Y	-	-	1	25	75	100
Total							30	21	175	525	700

Business Plan Report: The student should prepare a corporate / business plan report in the 5th semester and evaluation as per the prescribed format will be done by the examiners at the end of the semester. Continuous Internal Assessment will be done as per the guidelines given for CIA. Project Work: The project work report should be submitted at the end of 6thsemester as per the prescribed format. The report will be evaluated by the examiners at the end of the semester. Continuous internal assessment will be done as per the guidelines given for CIA.

Faculty and Support Staff:

The University has appointed the necessary faculty and support staff specifically for ODL mode, in compliance with UGC requirements. The course materials developed by the CDOE faculty meet the standards set by the 2020 regulations.

Staff Category	Required
Assistant Professor	2
Supportive Staff	1
Total	3

Delivery Mechanism:

CDOE ODL employs a modern ICT (Information & Communication Technology) enabled approach for instruction, distinct from conventional or regular programs. This methodology is more learner-oriented, with the learner actively participating in the teaching-learning process. The academic delivery system of CDOE ODL includes:

Print Material:

The printed material of the programme supplied to the students will be unit wise for every course.

Counselling Sessions:

For a 4-credit course, there will be twelve hours of counseling or personal contact classes conducted in a face-to-face format. These sessions, part of the Personal Contact Programme (PCP), will take place on the university campus, scheduled on Saturdays and Sundays.

Medium of Instruction:

The medium of course instruction and examination will be in English.

VI. Procedure for Admissions, curriculum transaction and evaluation

Admission Procedure:

Admission to the B.B.A. programme will be based on evaluating candidates' eligibility. Admission is not guaranteed, and Periyar University CDOE reserves the right to cancel any admission at any time if any irregularities are discovered in the admission process or eligibility criteria.

Duration of the Programme:

The maximum duration for B.B.A. programme is N (course duration)+5 years. If a student does not complete the program within eight years, they will apply for special examinations until they complete their programme.

Eligibility:

A candidate who has passed 10, +2 is eligible to apply for B.B.A. programme.

Fee structure:

The programme has the following Fee Structure:

Sl. No.	Fees Detail	Amount in Rs.			Nature of Fee
		First Year	Second Year	Third Year	
1	Admission Processing Fee	200	-	-	Non- Refundable
2	Course Fee	3,940	2,880	3,080	
3	ICT Fee	150	150	150	
	TOTAL	4,290	3,030	3,230	

The above mentioned fee structure is excluding of Exam fees.

Credit System:

Periyar University, CDOE plans to implement the 'Credit System' for most of its programs. Each credit corresponds to 30 hours of study, encompassing all learning activities. Therefore, an 8-credit course requires 240 hours, a 6-credit course requires 180 hours, a 4-credit course requires 120 hours, and a 2-credit course requires 60 hours of study. This system helps students gauge the academic effort needed to complete a course. To finish an academic program, students must successfully complete both the assignments and the term-end examinations for each course in the program.

Continuous Internal Assessment

Activity	Max. Marks for Core/Supportive/ Elective courses/ Business Plan report	Max. Marks for Project Work
Personal Contact programme(min.2)	10	20
Assignment(3)	15	30
Total	25	50

Evaluation

The evaluation shall be conducted separately for theory and practical to assess the knowledge acquired during the course of study. There shall be two systems of evaluation viz., continuous internal assessment and end semester examinations.

In the case of theory courses the internal evaluation shall be conducted as Continuous Internal Assessment viz. student assignment preparation, seminar, etc. The internal assessment shall comprise of maximum 25 marks for each subject. The end semester examination shall be of three hours duration to each course at the end of each semester. The end semester examinations shall comprise of maximum of 75 marks for each course. The candidate failing in any course(s) will be permitted to appear for each failed course(s) in the subsequent examination.

QUESTION PAPER PATTERN

For Core, Allied & Elective - I

Duration: Three Hours

Maximum Marks: 75

<p>Part A: (10 X 2 = 20 marks) Answer ALL Questions</p>
<p>Part B: (3 X 5 = 15 marks) Answer any THREE Questions (THREE out of FIVE questions)</p>
<p>Part C: (5 X 8 = 40 marks) Answer ALL Questions (One Question from Each Unit with internal choice)</p>

Passing Minimum

A candidate shall be declared to have passed in each courses if he /she secures not less than 40% prescribed for the examination. He / She shall be declared to have passed the whole examination if he/ she passed in all the course as per the scheme of examination.

Category	Max. Marks	Passing Minimum
Continuous Internal Assessment(CIA)	25	10
End Semester Examination(ESE)	75	30
Total	100	40

Classification of Result

The following table gives the marks, grade points, letter, grades and classification to indicate the performance of the candidate.

Range of Marks	Grade Points	Letter Grade	Description
90-100	9.0-10.0	O+	Outstanding
80-89	8.0-8.9	O	Excellent
75-79	7.5-7.9	D+	Distinction
70-74	7.0-7.4	D	Very Good
60-69	6.0-6.9	A+	Good
50-59	5.0-5.9	A	Average
40-49	4.0-4.9	B	Below Average
00-39	0.39	U	Re-appear
ABSENT	0.0	AAA	ABSENT

C_i = Credits earned for the course in any semester

G_i = Grade Point obtained for course in any semester.

N refers to the semester in which such courses were credited

For a semester;

$$\text{Grade Point Average [GPA]} = \frac{\sum_i C_i G_i}{\sum_i C_i}$$

Grade Point Average = $\frac{\text{Sum of the multiplication of grade points by the credits of the courses}}{\text{Sum of the credits of the courses in a semester}}$

$$\text{Cumulative Grade Point Average [CGPA]} = \frac{\sum_n \sum_i C_{ni} G_{ni}}{\sum_n \sum_i C_{ni}}$$

CGPA = $\frac{\text{Sum of the multiplication of grade points by the credits of the entire programme}}{\text{Sum of the credits of the courses for the entire programme}}$

The level of student academic performance as the aggregate of continuous evaluation and end semester examination is reflected by letter grades on a ten-point scale, which is given below:

Letter Grade	Grade Points	Rating
O	10.00	Outstanding
A+	9.50	Excellent
A	9.00	Very Good
B+	8.00	Good
B	7.00	Above Average
C	6.00	Average
P	5.00	Pass
F	0.00	Fail
FA	0.00	Failed due to insufficient attendance
I	0.00	Incomplete (awarded by lab courses /projects/seminars)
W		Withheld

After finalization of the grades by the class committee and subsequent approval of the Head of the School, the result will be announced by the Controller of Examinations.

VII. Requirement of the laboratory support and Library Resources:

There is no need of any separate laboratory facility for the programme. However the university computer center can be used for the students for system specialization courses. The Central Library of Periyar University also having good source of reference books. The Central Library is one of the important central facilities of Periyar University. It has Text book, reference books, conference proceedings, back volumes, standards, and non-book material such as CD-ROMs and audios. The central library procured several e- books in different areas.

All routine functions of the library are automated with the help of an integrated library software package, developed and distributed by UGC INFLIBNET. The database the entire collection has been created and available through online Public Access Catalogue (OPAC) to the users via campus network.

The Centre for Distance and Online Education (CDOE) at Periyar University has begun establishing a dedicated library for the ODL program and is in the process of acquiring printed books and e-books for this purpose.

VIII. Cost estimate of the programme and the provisions

The University has already incurred initial expenses for infrastructure, manpower, SLM preparation, and other necessities. The University plans to allocate expenses from the total fee collection, based on admission of students as follows:

- ✓ SLM Printing and Delivery – 20%
- ✓ Salary and Administrative Expenses – 60%
- ✓ Software Development & Maintenance – 10%
- ✓ Future Developments – 10%

IX. Quality assurance mechanism and expected Program outcomes :

The University has established the Centre for Internal Quality Assurance (CIQA) on its campus. The CIQA will oversee and ensure the quality of the ODL programs. The CIQA of Periyar University's Centre for Online and Distance Education includes the Vice-Chancellor as the Chairperson, three senior teachers from Higher Educational Institutions, Heads of three departments or schools offering recognized programs in Open and Distance Learning and Online modes, two External Experts in Open and Distance Learning and/or online education, Officials from the Administration and Finance departments, and the Director of the Centre for Internal Quality Assurance as the Member Secretary.

The objective of the CIQA is to develop and implement a comprehensive and dynamic internal quality assurance system. This system will ensure that the higher education programs offered in the Open and Distance Learning (ODL) and Online modes by the Higher Educational Institution are of acceptable quality and are continuously improved.

