

UNIVERSITY OF KERALA
School of Distance Education

Bachelor of Business Administration (BBA)

PROGRAMME PROJECT REPORT

a. Mission and Objectives

Mission

To impart quality education on management concepts, theories and applications so as to create entrepreneurs as well as successful managers in different functional disciplines.

Objectives

- i. To help learners in understanding the basic concepts of management, management theories and management practices.
- ii. To impart analytical skills in understanding managerial problems and functional issues so as to enable them to enrich learning to resolve issues.
- iii. To provide skills in the application of management theories and principles in an organizational context.

b. Relevance of the Program with HEI's and Goals

BBA program would help in imparting basic skills on the fundamentals of management principles, theories and thoughts. It would act as a basic UG level program that aspires to meet the needs of middle level and lower level managers as well as small and medium entrepreneur so as to help them in building their careers or improving their organisations. The program would also act as a feeder program for the MBA and M.Com program of the University.

The BBA program in the distance learning mode would have the same curriculum as that of the regular mode and hence would be at par with the regular program of the University.

c. Nature of Prospective Target Group of Learners

- Managers, supervisors and employees of tiny, small and medium enterprises seeking functional opportunities in the areas of Marketing HRM, Finance, Tourism.
- Young entrepreneurs
- Employees at the lower and middle levels of different organisations who are seeking career growth.
- Managers of Voluntary organisations, self-help groups and NGO's.
- Higher Secondary school passes outs who are seeking a career at management level.

d. Appropriateness of programmes to be conducted in Open and Distance learning made to acquire specific skills and competence.

BBA (Semester I and II)

- Understanding of basic management concepts.
- Acquiring fundamental skills on research methods including data analysis and interpretation.
- Drawing inputs on the functional areas of management

BBA (Semester III, IV, V & VI)

From III semester onwards students can elect any one of the four streams viz, Finance, Marketing, HRM, Tourism.

1. Finance

Understanding financial systems and learning to judge movements in the financial markets, skills in investing in the primary and secondary market, portfolio management skills, financial engineering and analytics.

2. Marketing Management

Developing a marketing mix then creating a product mix, formulating a promotion mix, marketing research competencies, marketing strategies in the Indian context.

3. HRM

Understanding manpower planning techniques, skills in developing job design, understanding of training needs and training methods, skills on behavioural analysis and behavioural change, HR development strategies including motivation, counseling and mentoring.

4. Tourism Management

Understanding the tourism sector and its lucrative aspect, developing knowledge on air cargo management, front office management, travel and tour operations management.

e) Instructional Design

i) Curriculum design

The B.B.A programme proposed at SDE is in concurrence with the syllabus offered at University through regular mode. Also, the programme has been approved by the statutory bodies of the University. Further, the University is revising the curriculum and syllabi of its B.B.A programme once in every three years to ensure that the content is updated to reflect current academic knowledge and practice, and also to ensure that the University used provide the best learning experiences possible for students. Academic staff and experts in the area of Management propose changes in the curriculum and syllabi at the curriculum and syllabus revision workshop generally convened at least six months before the due date of curriculum and syllabus revision. Major changes are then

submitted to the Board of Studies of Management (Pass) of the University for Final Approval. As part of curriculum design, the curriculum and syllabus revision workshop considers curriculum analysis of social needs, translating the needs into course, splitting the objectives into specific objectives, grouping the specific objectives into subjects, deriving the subjects from the classification, specifying enabling objectives, utilizing each subject matter, specification of required time and syllabus formulation.

ii) Programme details (syllabus)

Sem. No.	Name of Courses with code No	Evaluation Marks		
		CE	ESE (Uty Exam)	Total
I	Language- EN 1111.1 English I	20	80	100
	Foundation: BM1121 Environmental Studies	20	80	100
	Core: BM 1141 Fundamentals of Management	20	80	100
	Core: BM 1142 Managerial Economics	20	80	100
	Core- BM 1143 Financial Accounting			100
	Complimentary - BM 1131 Statistics for Business Decisions	20	80	
	TOTAL	120	480	600
II	Language- EN 1211.1 English II	20	80	100
	Foundation: BM 1221E-Commerce & Cyber Laws	20	80	100
	Core: BM 1241 Marketing Management	20	80	100
	Core: BM 1242 Human Resource Management	20	80	100
	Core: BM 1243 Financial Management	20	80	100
	Compl.: BM 1231 Business Regulatory Framework			
	TOTAL	120	480	600
III	Core: BM 1341 Business Environment and Policy	20	80	100
	Core: BM 1342 Corporate Regulations	20	80	100
	Core: BM1343 Cost and Management Accounting	20	80	100
	Core: BM 1344 Financial Services	20	80	100
	Elective Course I: BM 1361.1/2/3/4	20	80	100
	TOTAL	100	400	500

IV	Core: BM 1441 Entrepreneurship Development	20	80	100
	Core: BM1442 Business Ethics & Corporate Governance	20	80	100
	Core: BM 1443 Operations Management	20	80	100
	Core: BM 1444 Skill Enhancement and Employability Orientation	20	80	100
	Elective Course II: BM 1461.1/2/3/4			
	TOTAL	100	400	500
V	Core: BM 1541 Qunti.Techniqu.for Management	20	80	100
	Core: BM1542 Research Methodology	20	80	100
	Core: BM 1543 Investment Management	20	80	100
	Core: BM 1544 Project	20	80	100
	Open: BM 1551.1/2/3/4(Course - other Faculty)			
	Elective Course III: BM 1561.1/2/3/4			
TOTAL	100	400	500	
VI	Core: BM 1641 Management Information System	20	80	100
	Core: BM 1642 InternationalBusiness	20	80	100
	Core: BM 1643 Strategic Management	20	80	100
	Core: BM 1644 Project Work and Viva Voce	20	80	100
	Elective: BM 1661.5/6/7 (Course - own Faculty)	20	80	100
	Elective Course IV : BM 1661.1/2/3/4			
TOTAL	100	400	600	
GRAND TOTAL		640	2560	3300

Elective Streams

STREAM I: Human Resource Management

Semester	Course Code	Course title
III	BM 1361.1	Organizational Behavior
IV	BM 1461.1	Human Resource Development and Organization Culture
V	BM 1561.1	Labour Law and Industrial Relations

VI	BM 1661.1	Performance Management
----	-----------	------------------------

STREAM II: Marketing Management

Semester	Course Code	Course title
III	BM 1361.2	Consumer Behaviour
IV	BM 1461.2	Advertising and Sales Promotion
V	BM 1561.2	Customer Relationship Management
VI	BM 1661.2	Retail Management

STREAM III: Finance

Semester	Course Code	Course title
III	BM 1361.3	Income Tax Law and Accounting
IV	BM 1461.3	Indirect Taxes
V	BM 1561.3	International Finance
VI	BM 1661.3	Project Appraisal and Analysis

STREAM IV: Tourism Management

Semester	Course Code	Course title
III	BM 1361.4	Introductions to Tourism
IV	BM 1461.4	Air cargo Management
V	BM 1561.4	Front Office Management
VI	BM 1661.4	Travels and Tour Operations Management

OPEN COURSES

(For students of other discipline)

Semester	Course Code	Course title
V	1551.4	Fundamentals of Financial Accounting

ELECTIVE COURSE

(For students of Business Administration – Elect one course)

Semester	Course Code	Course title
VI	1661.5	Business Communication

iii) Duration of the Programme

Six Semesters, three years; offered in the month of July.

iv) Faculty and support staff requirement

There is one full time faculty member for BBA programme at school of Distance education of the University. There are sufficient number of administrative staff in the SDE in the rank of Deputy Registrar (One), Assistant Registrars (Three), Section Officers (Six), Assistants (18), Computer operators (Four) and Class Four staff (12) for the administrative support. The service of qualified guest teachers approved by the University is used in the preparation of SLM, personal contact programmes (PCP) and conducting evaluation of answer scripts.

v) Instructional delivery mechanism

In addition to provide SLMs prepared in line with the UGC guidelines on preparation of SLMs, students are being offered 15 contact hours per subject in each semester, conducted within four months. The personal contact programmes are being taken using audio visual aids, and students are encouraged to use web resources such as books, notes, videos etc.

vi) Student support service systems at SDE

(a) Information Centre, (b) Library with good collection of books and journals (c) Wi-Fi connectivity, (d) Counselling, (e) Students feedback, (f) Placement cell, (g) Students Grievance Redressal Cell, (g) Alumni Association, (i) Women's Cell, (j) Research Cell, (k) Post Office , (l) Snack bar and Refreshment Centre, (m) Restrooms, (n) Reprographic centre, (o) Drinking water etc.

f) Procedure for admissions, curriculum transaction and evaluation

i) Admission: The admission notifications for B.B.A programme, among others are being issued in leading national and regional dailies during June-July. The detailed information regarding admission is being given on the SDE website (www.ideku.net) and on the admission website (www.de.keralauniversity.ac.in). Students seeking admission shall apply online.

ii) Minimum eligibility for admission

Any candidate who has passed the Plus Two of the Higher Secondary Board of Kerala or that of any other university or Board of Examinations in any state recognized as equivalent to the Plus Two of the Higher Secondary Board in Kerala, with not less than 45 % marks in aggregate is eligible for admission. However SC/ST, OBC, and other eligible communities shall be given relaxation as per University rules

iii) Fee structure

The fee for the course is Rs.23,375/- for three years. Tuition fee is waived for students belonging to eligible categories.

iv) Financial assistance

Concession for tuition fee will be given to SC/ST and OEC students. The students belonging to SC/ST and OEC category will be admitted to the programme without remitting the tuition fee. The fee for the students thus admitted will be later claimed from SC/ST department as per the rules laid down by the government of Kerala and will be remitted to Kerala University Fund (KUF).

v) Programme delivery

The programme is being delivered with the help of SLM and Personal Contact programmes. The SLM is being dispatched to the students during each semester by hand or by post. And, at the end of each semester assignments are given and the marks are included in the ESE. The use of web-based tools is not in place yet, but steps are being initiated.

vi) Academic calendar

ADMISSION		
Admission Notification	First week of June	
Closing date of Admission	Last week of September	
Schedule of distribution of study materials		
Course	Date	By Post
III, IV, V and VI Semester	Last week of June	Last week of July
I & II Semester	Last week of October	Last week of November
Schedule of contact classes		
Course	Schedule	
III, IV, V and VI Semester	First week of July	
I & II Semester	First week of November	
Schedule of examinations		
Course	Schedule	
V and VI Semester	First week of April	
III and IV Semester	Second and Third week of April	
I and II Semester	Fourth week of April	

vii) Evaluation

The evaluation of the programme will consist of two parts: a) Continuous Evaluation (CE) b) End Semester Evaluation (ESE) The CE and ESE ratio shall be 1:4 i.e. a maximum of 20 marks for CE and a maximum of 80 marks for ESE. There will be 40% separate minimum required for CE and ESE and for the minimum pass requirement of the course the candidate have to secure aggregate

40%.marks.. Minimum marks required for passing a programme will also be 40%.

g) Project/Dissertation Work

For each First Degree Programme there shall be a Project/Dissertation Work during the sixth semester on a topic related to any issues in commerce/Business/Industry/vocational course. The Project/Dissertation work can be done either individually or by a group not exceeding five students under the supervision and guidance of the teachers of the Department. The topics shall either be allotted by the supervising teacher or be selected by the students in consultation with the supervising teacher.

Evaluation of Project

- * A Board of two examiners appointed by the University shall evaluate the report.
- * There shall be no Continuous Evaluation for the Project work.
- * Evaluation of project should involve submission of report with a project based viva-voce.
- * A Viva voce based on the project report shall be conducted individually by the Board of Examiners.

h) Requirement of the laboratory support and library resources

Computer Lab is not mandatory for B.B.A. The SDE has a separate Library with more than 28,000 books. There is a separate section in the library for Commerce and Management discipline with more than 4000 books. Library automation is done using LibSoft software which facilitates all in-house operations of the library. The library currently subscribes to more than 15 journals of various subject fields. An amount of Rs. 525/- has to be remitted by the students to obtain membership in the Library, of which Rs. 420/- will be refunded on completion of the course. The non members can make use of the library resources and the reference services by producing their student's ID proof. They can use the library for reference purpose and they can avail photocopy facilities.

i) Cost Estimate of the Programme and the Provisions (Base 2019-20)

Sl.No	Expenditure	Total for the SDE during 19-20 (25987 students) (Rs. in lakh)	Cost estimate for BBA programme (300 students)
01	Pay and Allowance	435.00	502200
02	Contact classes and evaluation	80.00	400000
03	Course materials	100.00	215200
04	Advertisement charges	25.00	28800
05	Postage and telephone	7.4	8400
06	Books and Periodicals	3.5	3900

07	Miscellaneous	9.95	11400
	Total	660.85	1169900
	Provisions (6%)		70194
	Total		1240094
			Cost per student/ year=Rs.4134

j) Quality assurance mechanism and expected programme outcomes

Quality is monitored through a continuous assessment system. The program is divided into courses and each course with an end semester examination for 80% of weightage. The remaining 20% is assigned for assignment and seminars and discussions (10% for assignment and 10% for seminar and discussions).

Assignment topics are based on topics of contemporary relevance and cases drawn from real life situations in the Industry.

The distance learning program would be monitored continuously by fulltime faculty in management available under school of distance education. The faculty members will continuously interact with students on strengthening the learning process. Each student will work on a project which would be guided by the faculty of management under school of distance education.

Note: The programme structure is based on the present syllabus existing in the regular mode in the University of Kerala. The UG and PG syllabi in the regular mode in the University is currently being revised and is about to be finalized. SDE will adopt the revised syllabus as such when they are finalized for the 2020-21 admission. The SLMs will also be updated accordingly.



REGISTRAR
IN-CHARGE




DIRECTOR
School of Distance Education
University of Kerala, Kariavattom,
Thiruvananthapuram - 695 581