

**TEACHERS' UNIVERSITY CENTRE FOR DISTANCE EDUCATION
PROGRAMME PROJECT REPORT (PPR)**

TRADITIONAL PROGRAMS AT CTU

Course: Bachelor in Business Administration (BBA)

Duration: 3 Years

A. Programme Mission and Objective:

The aim of CTU in starting Bachelor in Business Administration is to create management professionals for delivering better future.

(a) Rational : The main reason for offering this programme are :

it is an exciting and growing field- which is an emerging field of opportunities as the era has shifted from just treating a disease to controlling and preventing it in the community. The field enriches the research activities and promotion activities.

Management is a diverse and dynamic field- This field is open for students from varying educational backgrounds such as science, arts, commerce etc.

(b) Goals and objectives:

To provide a career for students as Business Executives, Project Managers, Business Analysts, Entrepreneur, Human Resource Executives, Financial Advisors etc. in different areas like Banks, Financial Institutions, Educational Institutions, Govt. Agencies, Software Development Companies.

To train students with required skills as human resource in Management domain.

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

The programme is entirely in line with the CTU strategic goals as well as its Mission to provide superior professional education, nurturing translational and transformational research in Management sector for the benefit of the society. The programme is also consistent with Higher Education vision 2020 to transform society towards knowledge society and making education an improve tool to realize knowledge, economy and society.

C. Nature of prospective target group of learners:

A class XII Pass students from any statutory board in the country or abroad.

The Certificate should have been obtained from a recognized board, established by law in India and the medium of instruction for the degree should be English. A candidate who has scored a minimum passing marks in the qualifying examination will be eligible for admission to the BBA Course.

D. Appropriateness of programme to be conducted in open and distance learning mode to acquire specific skills and competence

This course is intended for professional's practitioners, researchers and students from wide range of backgrounds who aim to develop their knowledge and insights pertaining to the management

field. The course is designed to provide critical and practical skills to analyze, evaluate, design and implement solution and strategies with regards to business administration and its issues.

E. Instructional Delivery Mechanism

CTU follows a modern ICT enabled approach for instruction. The methodology of instruction in CTU is different from that of the conventional /regular programs. Our system is learner-oriented and the learner is an active participant in the teaching-learning process. Most of the instructions are imparted through online and distance mode. Academic delivery systems of CTU are:

Print Material: CTU mainly focuses on Self Learning Material (SLM) and their up gradation by eminent teachers/academicians both from CTU and other reputed universities/institutions. As text information plays a vital role in distance education, print based instruction has a critical role in CTU distance learning initiatives.

Audio-Visual Material Aids: The learning package contains audio and video programmes which have been produced by the University for the Enhancement of understanding of the course material given to the student. The video lectures are uploaded in the University website for the student's access.

Online/Virtual Classes: Delivery of classroom-like lectures will also be available in the student portal for enhanced learning experience.

Laboratory facilities: CTU has advanced laboratory for practical training for younger minds to get hands on experience in cutting edge techniques.

I) Identification of Media

Print, Audio-Video and Online media will be utilized for the dissemination of knowledge Relevant to the program enrolled.

II) Student support system

CTU provides an exclusive online portal for students to cater to all of their academic related matters such as notification of contact classes, assignment details, course material, and examination schedule. In addition, each student has provision to seek guidance, counseling and career guidance throughout the program.

F. Procedure for admissions, curriculum transaction and evaluation

Admission to all the programs is through notification in newspaper and on University website. The admission procedure involves submission of filled application by the candidates after paying the prescribed fees. The admission scrutiny committee evaluates all the submitted applications and recommend the eligible candidates. The selected candidates are notified through admissions office and also on the University website. The selected candidates are expected to report within the stipulated timeframe for provisional admission to the program.

Curriculum transaction for the program is through the designated online student portal as detailed below.

Skill based ODL Programs at CTU

By now, open and distance learning (ODL) Institutions have established themselves as an alternative to provide education especially at tertiary level. But from past few years many ODL institution also diverted their attention towards improving skills of teachers and industrial workforce through in-service teaching programme and skill development programmes. Yet, despite the rapid expansion of ODL institutions, policy-makers have limited evidence regarding the actual outcomes and impact of such initiatives. Such ODL based model of improving skills of learners either in job or as their pre-jobs requirement has great importance and relevance in countries like India where there is an urgent need of providing, cost effective training to a large number of untrained work force and need of continuing education at different levels for improve overall their skills and enable them to be part of the productive force in fast growing Indian economy.

Syllabus for Bachelor of Business Administration (BBA)

Sem-I			Sem-II		
Code	Course	Credit	Code	Course	Credit
BBA-101	Fundamental Entrepreneurship	4	BBA-107	English Language	4
BBA-102	Principles of Management	4	BBA-108	Development of Entrepreneur	4
BBA-103	Business Environment	4	BBA-109	Event Management	4
BBA-104	Managerial Economics	4	BBA-110	Introduction to Accountancy	4
BBA-105	Business Mathematics	4	BBA-111	Business Law	4
BBA-106	Business Communication	4	BBA-112	Organizational Behavior	4
	Total Credit	24		Total Credit	24
Sem-III			Sem-IV		
BBA-113	Corporate Social Responsibility and Environmental Analysis	4	BBA-119	English Language	4
BBA-114	Banking & Insurance Practices	4	BBA-120	Environmental Studies	4
BBA-115	Cost & Management Accounting	4	BBA-121	Financial Management	4
BBA-116	Business Statistics	4	BBA-122	Marketing Management	4
BBA-117	Management Information System	4	BBA-123	Production & Operation Management	4
BBA-118	Live Project Work	4	BBA-124	Human Resource Management	4

	Total Credit	24		Total Credit	24
	Sem-V			Sem-VI	
BBA-125	Computer & Information Technology Basics-I	4	BBA-130	English Language and Aspects of Development	4
BBA-126	Corporate Strategy	4	BBA-131	Computer & Information Technology Basics-II	4
BBA-127	Research Methodology	4	BBA-132	Project Work & Viva Voce	4
BBA-128	Specialization- I	4	BBA-133	Specialization- III	4
BBA-129	Specialization- II	4	BBA-134	Specialization- IV	4
	Total Credit	20		Total Credit	20

SPECIALIZATION

Marketing Group

M-I	Consumer Behaviour
M-II	Advertising and Sales Management
M-III	Service Marketing
M-IV	Marketing Research

Finance Group

F-I	Working Capital Management
F-II	Security Analysis & Portfolio Management
F-III	Management of Financial Services
F-IV	International Financial System

Evaluation Scheme

1. 40% in each theory, practical, project, dissertation & internal assessment
2. 40% Aggregate marks to pass