

J C Bose University of Science and Technology, YMCA, Faridabad

12/12/2024

Sub:- Reply to UGC DEB ODL application assessment related to statutory body approval

1. Approval of Statutory bodies of the HEI for offering programme(s) in ODL mode as per the HEI's Act/Statues submitted

Reply: In the 30th Academic council meeting of the University held on 25.11.2024 under item no. AC/30/03, the council approved to start BBA program in ODL mode.

2. Approval of statutory bodies for all PPRs submitted

Reply: In the 30th Academic council meeting of the University held on 25.11.2024 under item no. AC/30/14, the PPR of BBA ODL program has been proposed and approved.

3. Copy of approval of statutory bodies for SLMs of all the proposed programmes submitted (as per duration of the programmes)

Reply: In the 30th Academic council meeting of the University held on 25.11.2024 under item no. AC/30/03, SLM of first two years of BBA ODL program has been proposed and approved.

4. Approval of statutory bodies of HEI for offering the 4-year bachelor's degree programme(s) based on NEP recommendations.

Reply: In the 28th Academic council meeting of the University held on 10.10.2023 under item no. AC/28/09, the council implemented the provisions of NEP 2020 in respect of all non-engineering UG programmes from the year 2023-24.

for Approval

[Signature]

Mehar
Registrar 13/12/24
Registrar
J.C. Bose University of Science
and Technology, YMCA, Faridabad

Bachelor of Business Administration (BBA) Open and Distance Learning Program

Programme Project Report (Tentative)

1. Programme's mission and objectives:

Programme's mission:

The mission of the Bachelor of Business Administration (BBA) program in Open and Distance Learning (ODL) mode is to empower a diverse body of learners with the knowledge, skills, and ethical foundation necessary for leadership and success in the business world. By offering a flexible and accessible educational pathway, the program aligns with the strategic direction and academic goals of the institution, addressing both industry needs and learners' aspirations. It seeks to cultivate future business professionals who can adapt to and drive innovation in a rapidly changing global economy.

Programme's objectives (PO):

PO1. Align with Industry Demands:

Develop a curriculum that directly responds to current industry needs and future trends, equipping students with the skills and competencies that are in high demand by employers in the global business landscape.

PO2. Provide Flexible and Accessible Education:

Offer a learning environment that allows students to access quality business education at their own pace and from any location, catering to working professionals, adult learners, and those with varying personal commitments.

PO3. Enhance Employability and Career Readiness:

Focus on practical skill development and real-world application through industry-relevant projects, case studies, and internships, ensuring that graduates are well-prepared for successful careers in business.

PO4. Foster Ethical Leadership and Social Responsibility:

Instill a strong foundation in ethical decision-making and social responsibility, preparing students to lead with integrity and contribute positively to society and the environment.

PO5. Support Lifelong Learning and Professional Development:

Encourage continuous learning and career advancement by providing resources and opportunities that support students' ongoing professional growth and adaptability in an ever-evolving business environment.

2. Relevance of the Program (ROP) with J C Bose University of Science and Technology, YMCA's Mission and Goals:

This section showcases how the BBA program in ODL mode supports the mission of J C Bose University of Science and Technology, YMCA by integrating technology, fostering research and creativity, and developing ethically responsible leaders who are prepared to meet the challenges of the global business landscape.

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ROPI. Advancing Science and Technology in Business:

The BBA program incorporates the latest technological tools and methodologies into its curriculum, ensuring that students are proficient in applying technology to solve business problems and drive innovation. This focus directly supports the university's mission to contribute to the development of science and technology, particularly within the business sector, by preparing graduates who can effectively integrate technology into business practices.

ROP2. Fostering a Research-Driven Learning Environment:

The BBA program encourages students to engage in research activities that are closely tied to real-world business challenges. By synthesizing teaching with research and creative activities, the program aligns with the university's mission to provide a stimulating research environment. Students are equipped to conduct meaningful research that contributes to both academic knowledge and practical business solutions.

ROP3. Developing Ethical and Socially Responsible Leaders:

The program emphasizes the development of ethical leadership and a strong sense of social responsibility among students. By integrating these values into the curriculum, the BBA program supports the university's mission to develop human potential to its fullest extent, ensuring that graduates not only excel in their professions but also contribute positively to society and uphold their social responsibilities.

3. Nature of prospective target group (TG) of learners: The Higher Educational Institution

The BBA program in Open and Distance Learning (ODL) mode at J C Bose University of Science and Technology, YMCA is designed to cater to a diverse and inclusive group of learners, recognizing the varying needs, backgrounds, and circumstances of prospective students. The target group for this program includes:

TG1. Working Professionals and Adult Learners:

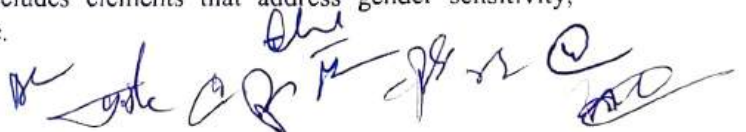
Individuals who are currently employed and seeking to enhance their qualifications or transition into business roles will find the program's flexible structure ideal for balancing work, education, and personal commitments. The curriculum is designed to be relevant to their professional needs, allowing them to apply learned concepts directly to their workplaces.

TG2. Rural Dwellers and Individuals from Low-Income Backgrounds:

The program aims to be accessible to learners from rural areas and those with low levels of disposable income. By offering education in a flexible and affordable ODL mode, the university ensures that these learners can pursue higher education without the constraints of relocation or high costs associated with traditional education models. The curriculum is tailored to meet their unique needs, offering practical and relevant business knowledge that can contribute to local and regional economic development.

TG3. Women and Minorities:

The BBA program is committed to empowering women and members of minority communities by providing an inclusive and supportive learning environment. Understanding the specific challenges faced by these groups, the program emphasises leadership, entrepreneurship, and skill development that can help break barriers and promote equality in the business world. The curriculum includes elements that address gender sensitivity, diversity, and inclusivity in the workplace.



TG4. Unskilled and Semi-Skilled Workers:

For unskilled and semi-skilled men and women looking to advance their careers or shift to a business-oriented role, the program offers foundational courses that build essential business skills from the ground up. This approach ensures that even those with limited prior education or business experience can successfully transition into more skilled and managerial positions, contributing to their personal and professional growth.

TG5. Youth Aspiring for Career in Business:

The program also targets young individuals who have completed their secondary education and aspire to build a career in business. The curriculum is designed to be engaging and future-oriented, equipping them with the knowledge and skills necessary to enter the business world with confidence and adaptability.

Curriculum Considerations for Target Groups:

The curriculum is carefully crafted to meet the diverse learning needs of these target groups, focusing on:

Accessibility: Flexible course delivery, online resources, and support services to ensure education is accessible to all, regardless of their location or financial situation.

Relevance: Course content that addresses both theoretical knowledge and practical skills relevant to the current job market and the specific challenges faced by each learner group.

Inclusivity: A learning environment that promotes diversity, equity, and inclusion, ensuring all students feel supported and empowered to succeed.

This approach ensures that the BBA program in ODL mode at J C Bose University of Science and Technology, YMCA is inclusive, accessible, and tailored to the unique needs of a diverse and broad range of learners, fostering opportunities for education and career advancement across various demographic groups.

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

Learning Outcomes of the program:

LO1. The students will be equipped with the skills and competencies to meet the requirements of the industry and are in high demand by employers in the global business landscape.

LO2. The students will be able to have access to quality education at their own pace and from any location, catering to different groups of learners.

LO3. The students will be able to attain practical skills through industry-relevant projects, case studies, and internships and will be prepared for successful careers in business.

LO4. The students will be able to contribute to the society and environment by ethical decision-making and fulfilling social responsibility.

LO5. The students will be able to move ahead for their professional growth and adapt in an ever-evolving business environment.

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5. Instructional Design:

a. Curriculum design:

SEMESTER-WISE SCHEME OF EXAMINATIONS OF BBA ODL

FIRST YEAR

Semester - I

Paper no.	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/ODL/101	Fundamentals of Management	4	25	-	75	DSC
BBA/ODL/102	Financial Accounting	4	25	-	75	DSC
BBA/ODL/103	Business Environment	4	25	-	75	DSC
BBA/ODL/104	Microeconomics	2	25	-	75	MIC
BBA/ODL/105	Business Mathematics	3	25	-	75	MDC
AEC-105-N1	English – I	2	25	-	75	AEC
BBA/ODL/106	Managerial Skills Development	3	25	75	-	SEC
VAC-101-N1	Environmental Science– I	2	25	-	75	VAC
	Total	24	200	75	525	

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 A. K. Ghosh
 A. S. Ghosh
 A. S. Ghosh

FIRST YEAR

Semester - II

Paper no.	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/ODL/201	Cost and Management Accounting	4	25	-	75	DSC
BBA/ODL/202	Strategic Management	4	25	-	75	DSC
BBA/ODL/203	Organizational Behavior	4	25	-	75	DSC
BBA/ODL/204	Macroeconomics	2	25	-	75	MIC
BBA/ODL/205	Business Statistics	3	25	-	75	MDC
AEC-106-N1	English – II	2	25	-	75	AEC
BBA/ODL/206	Life Skills Development	3	25	75	-	SEC
VAC-102-N1	Environmental Science – II	2	25	-	75	VAC
Total		24	200	75	525	

Exit Option: Any student opting for the exit option after the second semester will get UG Certificate provided he/she completes 48 Credits of first two semesters and additional 4 credits of internship report based on summer internship of 4-6 weeks. Thus, he/she will be eligible to exit the course with 52 Credits. In addition, the internship report would be evaluated by external expert from panel approved by J C Bose University of Science and Technology, YMCA, Faridabad. Furthermore, the credits of internship report would be included mentioned in the UG Certificate as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical Viva-Voce Marks	Total Marks	Credits
BBA/ODL/207	Summer Internship	Internship	-	-	100*	100	4

Note: Four credits of internship earned by a student during summer internship after 2nd semester or 4th semester will be counted in 5th semester of a student who pursues three four years UG programs without taking exit options.

Note: Students who opt to exit after completion of the first year will be allowed to re-enter the degree program within three years and complete the degree program within the stipulated maximum period of seven years.

SECOND YEAR

Semester - III

Paper no.	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA ODL/301	Marketing Management	4	25	-	75	DSC
BBA ODL/302	Human Resource Management	4	25	-	75	DSC
BBA/ODL/303	Financial Management	4	25	-	75	DSC
BBA/ODL/304	Indian Financial System	4	25	-	75	MIC
BBA/ODL/305	Business Ethics and Corporate Governance	3	25	-	75	MDC
AEC-102-N1	Communication, Mediation and Resolution	2	25	-	75	AEC
BBA/ODL/306	Advanced Excel	3	25	75	-	SEC
	Total	24	175	75	450	

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SECOND YEAR

Semester - IV

Paper no.	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/ODL/401	Fundamentals of International Business	4	25	-	75	DSC
BBA/ODL/402	Sustainable Business Development	4	25	-	75	DSC
BBA/ODL/403	Business Research Methods	4	25	-	75	DSC
BBA/ODL/404	Business Research Lab	4	25	75	-	MIC
AEC-103-N3	Effective Corporate Communication (ECC)	2	25	-	75	AEC
VAC-108-N1	Health Psychology	2	25	-	75	VAC
	Total	20	150	75	375	

Exit Option: Any student opting for exit option after fourth semester will get **Undergraduate Diploma in Business Administration** provided, he/she completes 96 Credits of first four semesters including 4 credits of summer training report based on summer training of 4-6 weeks undertaken in industry/university. In addition, the summer internship report would be evaluated (100 External Marks) by external expert from panel approved by J C Bose University of Science and Technology, YMCA, Faridabad. Furthermore, the credits of summer internship report would be included/mention in the **Undergraduate Diploma in Business Administration** as follow:

Course code	Nomenclature of the course	Category	Internal Marks	External Marks	Practical / Viva-Voce Marks	Total Marks	Credits
BBA/ODL/405	Summer Internship	Internship	-		100*	100	4

Note: The student seeking admission in the fifth semester would have to undergo a compulsory 4-6 week summer training in industry after the fourth semester and credits for the same will be included in the fifth semester.

Note: Students who opt to exit after completion of the second year, they will be allowed to re-enter the degree program within three years and complete the degree program within the stipulated maximum period of seven years.

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THIRD YEAR

Semester - V

Paper Code	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/ODL 50 1	Corporate Laws	4	25	-	75	DSC
BBA/ODL 50 2	Entrepreneurship Development	4	25	-	75	DSC
BBA/ODL 50 3	Introduction to Analytics	4	25	-	75	DSC
BBA/ODL 50 4	Event Management	4	25	-	75	MIC
BBA/ODL 50 5	Summer Internship	4	25	75	-	SEC
	Total	20	125	75	300	

* The summer training report would be evaluated by external expert from panel approved by J C Bose University of Science and Technology, YMCA, Faridabad.

THIRD YEAR

Semester - VI

Paper Code	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/ODL/601	Project Management	4	25	-	75	DSC
BBA/ODL/602	E-Commerce	4	25	-	75	DSC
BBA/ODL/603	Comprehensive Viva-voce	4	-	100	-	DSC
BBA/ODL/604	Management of Micro, Small and Medium Enterprises	4	25	-	75	MIC
BBA/ODL/605	Management Information System	4	25	-	75	MIC
	Total	20	100	100	300	

Exit option: Any student who exits after 6th semesters must complete 132 credits including 3 credits of MOOC and he/she would be awarded with Bachelor of Business Administration.

Note:

4-year UG Degree (Honours):

- A four-year UG Honours degree in the major discipline will be awarded to those who complete a 4-year degree program with 180 credits including 3 credits of MOOC and have satisfied the credit requirement as given in Study scheme.
- Students will have to opt one discipline out of three disciplines i.e., Human Resource Management, Marketing Management and Financial Management.

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BBA ODL (Honours)*A. Human Resource Management*

FOURTH YEAR

Semester VII

Paper Code	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/ODL/HR/701	Human Resource Planning	4	25	-	75	DSC
BBA/ODL/HR/702	Training and Management Development	4	25	-	75	DSC
BBA/ODL/HR/703	Performance Management	4	25	-	75	DSC
BBA/ODL/HR/704	Compensation and Reward Management	4	25	-	75	DSC
BBA/ODL/HR/705	Industrial Relations	4	25	-	75	DSC
BBA/ODL/HR/706	Counselling and Negotiation Skills for Managers	4	25	-	75	MIC
	Total	24	150	-	450	

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BBA ODL (Honours)*A. Human Resource Management*

FOURTH YEAR

Semester VIII

Paper Code	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/ODL/HR/801	International Human Resource Management	4	25	-	75	DSC
BBA/ODL/HR/802	HR Analytics	4	25	-	75	DSC
BBA/ODL/HR/803	Strategic Human Resource Management	4	25	-	75	DSC
BBA/ODL/HR/804	Team building in Organizations	4	25	-	75	DSC
BBA/ODL/HR/805	Leadership and Change Management	4	25	-	75	DSC
BBA/ODL/HR/806	Seminar	4	25	75	-	MIC
	Total	24	150	75	375	

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BBA ODL (Honours)
B. Marketing Management

FOURTH YEAR

Semester VII

Paper Code	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/ODL/MM/701	Consumer Behavior	4	25	-	75	DSC
BBA/ODL/MM/702	Product and Brand Management	4	25	-	75	DSC
BBA/ODL/MM/703	Customer Relationship Management	4	25	-	75	DSC
BBA/ODL/MM/704	Services Marketing	4	25	-	75	DSC
BBA/ODL/MM/705	Sales and Distribution Management	4	25	-	75	DSC
BBA/ODL/MM/706	Counselling and Negotiation Skills for Managers	4	25	-	75	MIC
	Total	24	150	-	450	

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BBA ODL (Honours)
B. Marketing Management

FOURTH YEAR

Semester VIII

Paper Code	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/ODL/MM/80 1	Digital Marketing	4	25	-	75	DSC
BBA/ODL/MM/80 2	Marketing Analytics	4	25	-	75	DSC
BBA/ODL/MM/80 3	Integrated Marketing Communication	4	25	-	75	DSC
BBA/ODL/MM/80 4	Retail Management	4	25	-	75	DSC
BBA/ODL/MM/80 5	Social Media Marketing	4	25	-	75	DSC
BBA/ODL/MM/80 6	Seminar	4	25	75	-	MIC
	Total	24	150	75	375	

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BBA ODL (Honours)
C. Financial Management

FOURTH YEAR

Semester VII

Paper Code	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/ODL/FN/70 1	Corporate Accounting	4	25	-	75	DSC
BBA/ODL/FN/70 2	Corporate Tax Planning	4	25	-	75	DSC
BBA/ODL/FN/70 3	Security Analysis	4	25	-	75	DSC
BBA/ODL/FN/70 4	Banking and Insurance	4	25	-	75	DSC
BBA/ODL/FN/70 5	Capital Markets	4	25	-	75	DSC
BBA/ODL/FN/70 6	Counselling and Negotiation Skills for Managers	4	25	-	75	MIC
	Total	24	150	-	450	

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BBA ODL (Honours)
C. Financial Management

FOURTH YEAR

Semester VIII

Paper Code	Title of Paper (s)	Credits	Marks			Code
			Internal	Practical	External	
BBA/ODL/FN/80 1	International Financial Management	4	25		75	DSC
BBA/ODL/FN/80 2	Financial Technologies	4	25	-	75	DSC
BBA/ODL/FN/80 3	Personal Finance	4	25	-	75	DSC
BBA/ODL/FN/80 4	Export Import Procedures and Documentation	4	25	-	75	DSC
BBA/ODL/FN/80 5	Mergers, Acquisitions and Corporate Restructuring	4	25	-	75	DSC
BBA/ODL/FN/80 6	Seminar	4	25	75	-	MIC
	Total	24	150	75	375	

- b. **Duration of the programme:** Minimum four years
- c. **Faculty and support staff requirement:** Faculty and support staff members shall be deputed as the University head quarter as per the need of the course curriculum.
- d. **Instructional delivery mechanisms:** The BBA program's instructional delivery mechanisms will align with the standards set by UGC DEB, ensuring accessible, flexible, and structured learning for students. The curriculum structure supports diverse learning needs and promotes self-directed learning while adhering to regulatory standards. An Academic calendar depicting dates for all major events during each semester will be prepared by faculty members and shared with students through LMS. at the beginning of each academic session. Apart from providing content in Self Learning Material, enough e-learning resources in audio and video content will be provided to students. Regular evaluation of content learnt will be provided through self-assessment questions within the SLM. National Portals like SWAYAM/NPTEL and the University's library portal link will be provided to students.

- e. **Identification of media– print, audio or video, online, computer-aided:** The program will use a combination of print and digital media to ensure content accessibility and varied learning experiences. Printed study materials will provide a tangible resource, while digital formats, including audio lectures, video tutorials, and online resources, will be available through the LMS. Video modules will offer engaging visual content for complex topics, while audio materials will cater to learners who prefer auditory methods. This multimodal approach ensures inclusive access, aligning with UGC DEB requirements for diverse media use in ODL programs.
- f. **Student support service systems:** Comprehensive student support services will be provided to ensure academic success and overall well-being. These include academic counselling, career guidance, library access, IT support, and administrative assistance. These support systems align with UGC DEB guidelines, ensuring that BBA students receive consistent support throughout their academic journey.

6. Procedure for admissions, curriculum transaction and evaluation:

- a. **Admission policy for the programme:** The eligibility for applying to BBA program as per university rules.
- b. **Fee structure:** The total fee per semester is Rs. 20000 only. Apart from the semester fee, students need to pay Rs—3000 for registration and other charges (including processing charges and security deposit) in the 1st semester only.
- c. **Financial assistance for students:** Financial assistance will be provided to needy students as per university norms
- d. **Activity planner of the academic session:**

S.no	Name of the Activity	Tentative months scheduled during Year			
		Odd		Even	
		From (Month)	To (Month)	From (Month)	To (Month)
1	Admission	May	July	-	-
2	Distribution of Self Learning Material	July	August	January	February
3	Assignment Submission	August	October	February	March
4	Evaluation of Assignment	October	December	April	May
5	Contact Programmes (Counselling, Practical)	October	November	April	May
6	Examination	December	January	May	June
7	Re-registration	December	January	July	August
8	Declaration of Result	February	March	June	July

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e. **Policy for evaluation of learner progress along with methods and tools:** Scheme of BBA ODL includes the assessment method i.e. Internal, External and Practical Marks.

1. Internal Marks will be given on the basis of sessional test, attendance and assignments
2. External Marks will be given on the basis of end semester examination/Term End Examinations.
- 3.. Practical Marks will be given on the basis of viva-voce examination.

7. Library Resources: The University aims to empower the learners' teaching mission and intellectual capacity through an organised collection of information as well as access, relevance and evaluation. For this purpose, Online Study Material and its availability are among the most identified concerns for students accessing online course material and resources. Library services are offered to university learners by providing access to library facilities through the university's central library. The reference books are suggested by the faculty of the concerned discipline and the SLM writers.

The Central Library of the University has quite a good stock of relevant reference books and textbooks relating to the various programmes, including the proposed one. The books available at the Central Library are quite helpful not only for the learners but also for the faculty members, SLM contributors and the content editors. Apart from the print resources, many electronic resources, including e-journals, online databases, and gateway portals will provided to the learners. The learners are given access to all these library resources after successful enrolment into a programme. The library web page is integrated into the University's main website.

8. Cost estimate of the programme and the provisions: The total fee per semester is Rs. 20000 only. Apart from the semester fee, students need to pay Rs—3000 for registration and other charges (including processing charges and security deposit) in the 1st semester only. The total estimated cost assigned for the programme development, delivery and maintenance is approximately Rs. 71,06,000 per annum. These costs include the salary of academic and administrative staff, self-learning material, video modules production, learning management system maintenance cost, and examination evaluation and assessment cost.

Provisions:

- Budget allocation for the development of SLM
- Investment in technology and infrastructure to support online learning platforms
- Provisions for scholarships and financial aid to ensure access for students from diverse socio-economic backgrounds
- Funding for industry collaboration and guest lectures

9. Quality assurance mechanism and expected programme outcomes: The University will review the mechanism for the programme and continuously enhance the standards of curriculum instructional design relevant to the professional requirements of the study area. There should be course benchmark statements. The online BBA program is attuned to the latest



pedagogies and prepares you for many contours your professional life might take. The key points which make our offered programme much better in terms evaluation criteria:

1. BBA ODL programme is being offered by NAAC A+ ranked State Government University.
2. Highly qualified faculty who bring professional experience into the classroom.
3. Relevant courses that are immediately applicable to the workplace.
4. Dedicated student support services.
5. Flexible ways to learn

Quality Assurance Mechanism:

- Regular review mechanism by academic council comprising faculty and industry experts
- Feedback mechanism from students, alumni and industry partners
- Benchmarking against national standard for business administration education
- Internal Quality Assurance Cell (IQAC) to monitor program effectiveness and compliance with regulatory requirement

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