

BACHELORS IN BUSINESS ADMINISTRATION (BBA)

PROGRAMME PROJECT REPORT

- (a) **Program mission:** The objective of the B.B.A. course in Centre for Distance and Online Education is to impart in-depth knowledge to the aspirant students about various theoretical and practical dimensions of the subject and creating awareness about various career options in today's globalized scenario. To create an awareness about the business environment and acquisition of specialized knowledge in the field of Human Resource Management, Marketing Management and Financial Management. Equipping the students for knowledge and skill required in the jobs offered by banking, corporate and non-corporate sector in the relevant field; and preparing the students for taking admission in master level courses such as MBA, MBE etc.
- (b) **Relevance of Program with HEI's Mission:** B.B.A. Programme through Centre for Distance and Online Education is very much in demand. The candidates who are employed at public or private sector organisations after +2; and wanted to pursue further their studies under professional courses, would get an opportunity to upgrade their qualification through this course. Thus, it is designed to provide students with the quality education in preparation for careers, or advancement of careers in public & private organisations. The course also stresses on balancing the theoretical knowledge with the practical skills as the course program designed with classroom seminars and workshops based teaching.
- (c) **Target of Group Learners:** Target group of learners includes candidates from remote, border and far off areas, rural and backward areas, women candidates, employed candidates, who are unable to pursue course on regular basis. Those who have a long gap in their studies and are self-motivated to pursue higher studies can take admission in this course
- (d) **Appropriateness of the program offered through distance and online education mode:** Students are provided an opportunity to develop their leadership, organisational and decision-making skills. The course seeks to blend a traditional bachelor's level qualifications with the practical skills needed for the placement. The course focuses on the new public management context which emphasizes issues such as good governance and administration.

To make course suitable through distance and online education mode, PCP for 2 weeks is conducted in every semester in which in addition to conventional teaching techniques modern teaching techniques are also adopted. Therefore, students have to—

- 1) Prepare papers on significant current topics and present the same in classroom seminar;
 - 2) Appear for Viva Voce paper which is designed to check their learned content about subject;
 - 3) Participate in workshops designed on current issues in each year of course; and
 - 4) Complete an industrial training and thereafter student will present seminar on the basis of such project report prepared during the training period.
- (e) **Instructional design:** BBA program is three years based course (Six semesters) which have 5-6 papers with options to choose from in each semester. For this course same syllabus has been adopted as is offered to the students studying through regular mode.

Self Instructional Material is provided in print/online form in English medium only. Faculty member has been provided with telephone and e-mail facility. Department maintains its own website through which students will be informed about fees, admission and PCP schedule, internal assessment tests schedule etc. Each student will be informed through SMS about the PCP dates, duration and venue in advance.

Faculty in commerce unit includes four permanent and one ad-hoc teacher. There are many other faculty members from relevant units of the Centre for Distance and Online Education and other regular departments of the university are providing services as guest faculty. There are number of research fellows in the department who extend support in teaching in case of need. Services of teachers from other units, especially English, Punjabi, Mathematics and Computers is sought and provided whenever required. Two

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personal contact programmes of (one week each) are conducted per semester where syllabus is discussed in detail through class room teaching, seminars and workshops.

(f) Procedure for Admissions, Curriculum transaction and evaluation:

The required eligibility for admission to the course is +2 degree in any discipline from any statutory University with pass marks. There is no age bar for joining the course. All the eligible applicants are admitted. Students have the flexibility of passing the course within a period of five years from the year of admission. Overseas students are also eligible to seek admission in the Course.

Prospectus is provided online as well as offline. Single window system has been provided at the University Entrance for facilitating their admission.

Fee is charged as per the University rules and is fixed under the guidance of the Centralised Admission Cell of the University.

Internal Assessment has been made integral part of the Course. Response sheets, assignments, viva-voce, written tests are conducted for during each semester. 75% Attendance is compulsory during the PCPs. In this course, 30% marks are allocated to internal assessment and 70% for the external examination.

(g) Requirement of computer Lab and Library resources: The course requires a computer lab and seminar room, and these facilities are available in the department. Centre for Distance and Online Education has its well-stocked library with huge number of books in Punjabi as well as English medium covering various papers and topics of the syllabus for the distance learners. Students can take two books for one month. The library is fully air-conditioned with a reading hall, caters to ten newspapers in English, Hindi and Punjabi language. It has 180 reference books and two journals on the subject of Public Administration.

(h) Quality Assurance Mechanism: Through Feedback Performa, email and other modes of communication suggestions have been received continuously from the students, professionals and other concerned persons, for assessing the present quality of the course and changes/modifications to be required in the course as per current market demands. Regular updating of syllabi that has been prepared from time to time following the UGC guidelines for curriculum is done meticulously.

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