

PANDIT SUNDARLAL SHARMA (OPEN) UNIVERSITY CHHATTISGARH

PROGRAMME PROJECT REPORT (PPR)

BACHELOR OF BUSINESS ADMINISTRATION (HONOURS)

BBA (HONOURS)

- a) **Programme Mission and Objective:** Bachelor of Business Administration (Honours) is designed to give Learners the ability to develop their career to its fullest potential in the area of Management. The education in management will combine theory and practices so that Learners will be prepared for a business career both for entrepreneurial and service market. Following are the broader objectives of the programme:
- i. To educate and prepare the prospective and diverse group of Learners of Chhattisgarh with knowledge, analytical ability and management perspectives and skills needed to provide leadership to organisations.
 - ii. To make the Learners aware of changing scope and strategies of business needful to operate in a competitive business environment.
 - iii. To groom entrepreneurial culture among the learners, so as to work in the line of generating self-employment.
 - iv. To enhance the decision-making capability of the learners in relation to realistic business situations.
 - v. To seek continuous improvement in individual learning skills and personal development and to work with confident self-direction and originality so as to make a meaningful contribution to society.
 - vi. To be prepared for a lifelong career in business management acquiring the skills and experience to undertake appropriate research and study of matters that come before management.
 - vii. To develop self-confidence and the ability to deal with complex issues in a systematic yet creative manner.
- b) **Relevance of the Program with HEI's Mission and Goals:** Pandit Sundarlal Sharma (Open) University Chhattisgarh is committed to endow with quality education to the mass where regular form of education cannot reach. In the line of the mission of the University, this programme will provide ample of opportunities to those rural and backward masses who are deprived of education and cannot find a place in regular education system. Apart

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from that it is also open to those who wish to continue their learning irrespective of their age. The programme aims to provide quality business education to the Learners at their doorstep.

- c) **Nature of Prospective Target Group of Learners:** The course is designed to fulfil the requirements, both at Individual and Industrial level. Firstly, at Individual level the prospective learners can be 10+2 level Learners of Chhattisgarh state belonging to both rural and urban areas who seek to find a place in the job market. This course will enable them to learn and acquire the basic knowledge and skills required at the Industrial level. Secondly, the target group can also be Industrial/Organisational personnel seeking to get maximum benefit of the current position held at Organisation. By learning the multifaceted components of course, one would be able to find higher and key positions in Organisational hierarchy with increased job responsibilities.
- d) **Appropriateness of programme to be conducted in Open and Distance Learning mode to acquire specific skills and competence:** Business Administration is one of the suitable course/programmes to be offered through Open and Distance Learning mode. The conceptual knowledge can be thoroughly captured by the learners to acquire the capability which will make them polished for employment market.

E. Instructional Design:

Instructional design is a systematic and scientific approach that incorporates principles for the effective creation and implementation of educational programs. In the context of distance learning, instructional design holds particular significance. Successful distance learning design caters to the distinct learning needs of adult learners. Before course development begins, a thorough curriculum assessment is conducted, followed by the application of appropriate access devices and pedagogical tools to construct the curriculum.

Each course's content is systematically organized into Blocks and Units, with the study material segmented into smaller, manageable sections to accommodate distance learners effectively. To support self-assessment, **Self-Check Exercises** are integrated throughout the study material. These exercises enable learners to review, consolidate, and evaluate their understanding of the content before progressing further.

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Further, various theories and models are referred for designing effective instructional events, some are specified as under:

- Learning objectives
- Self-Check Exercises with Answers
- More Reinforcing Activities
- Small Chunks of Learning through Learning Modules
- Statement of Objectives
- In-depth Learning
- Hint Answers
- Reference Texts
- Real World Contexts
- Real World Examples
- Self-Appraisal Exercises
- Blog for Enhanced Learning

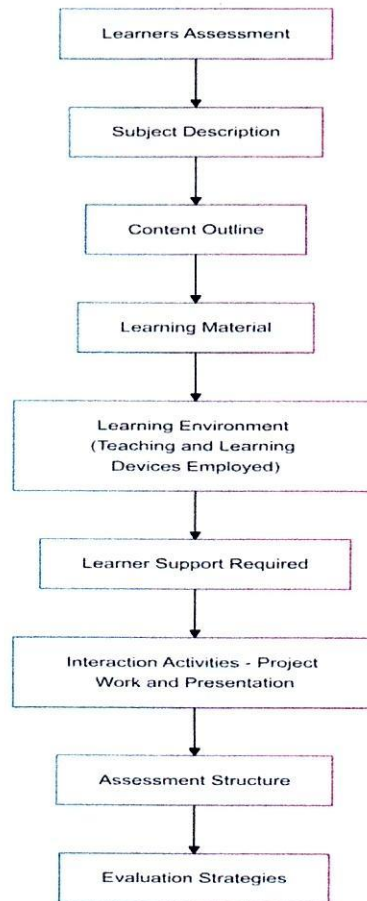
The programme has been developed on the basis of the following sequential steps:

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F. Curriculum Design

Curriculum Design is the systematic organization and development of educational programs to meet specific academic, professional, or developmental objectives. It involves the careful planning of various components such as duration, credit allocation, course structure, learning methodologies, means of delivery, and faculty requirements to ensure an effective and holistic learning experience for the target audience. The curriculum design of BBA (Honours) program can be stated under the following headings:

- i. **Duration and Credit:** The program spans four years and is divided into eight semesters. It offers a total of 162 credits, with each semester providing at least 20 credits. The program includes defined exit points at the end of the second, fourth, sixth, and eighth semesters. Detailed information about these exit points and credit distribution is outlined in the credit distribution matrix.

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Contact sessions for courses shall be arranged at the Head Quarter and Learners Support centre where the Learners can solve their difficulties.

- ii. **Medium:** The course material for BBA programme will be in English language. However, Learners can opt for both English and Hindi language for answering the questions in the examination.

G. Course Structure:

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PANDIT SUNDARLAL SHARMA (OPEN) UNIVERSITY CHHATTISGARH BILASPUR, PROPOSED STRUCTURE FOR SEMESTER WISE DISTRIBUTION OF CREDITS OF UNDER GRADUATE PROGRAM UNDER NEP 2020

Semester	Discipline Specific Courses (DSCs) Each 4 credits	Discipline Specific Electives (DSEs) Each 4 credits	Generic Electives (GEs) Each 3 credits	Ability Enhancement Courses (AEC) Each 3 credits	Value Added Courses (VAC) Each 2 credits	Skill Enhancement Courses (SDC) Each 4 credits	Internship/ Apprenticeship/ Vocational Training/ Community Engagement & Services	Grand total (credit)
I	DSC 1 DSC 2	DSE 1	GE 1	AEC 1	VAC 1	X	X	20
II	DSC 3 DSC 4	DSE 2	GE 2	AEC 2	X	SEC 1	X	22
LEVEL 4.5 EXIT 1 UG CERTIFICATE								
III	DSC 5 DSC 6	DSE 3	GE 3	AEC 3	VAC 2	X	X	20
IV	DSC 7 DSC 8	DSE 4	X	X	X	SEC 2	X	20
	DSC 9							
LEVEL 5 EXIT 2 UG DIPLOMA								
V	DSC 10 DSC 11	DSE 5	X	X	X	SEC 3	X	20
	DSC 12							
VI	DSC 13 DSC 14	DSE 6	X	X	VAC 3	X	Internship/Community Engagement & Service (2 C)	20
	DSC 15							
	60 Credits	24 Credits	9 Credits	9 Credits	6 Credits	12 credits	2 Credits	122 Credits
LEVEL 5.5 EXIT 3 UG DEGREE								
VII	DSC(H) 16	DSE 7	X	X	X	X	X	20
	DSC(H) 17							
	DSC(H) 18							
VIII	DSC(H) 19	DSE 8	X	X	X	X	X	20
	DSC(H) 20							
	DSC(H) 21							
	DSC(H) 22							
	DSC(H) 23							
	92 Credits	32 Credits	9 Credits	9 Credits	6 Credits	12 credits	2 Credits	162 Credits
LEVEL 6 EXIT 4 UG DEGREE HONOURS								

NB: Learners having 75% or above after successful completion of third year will only be allowed to opt for fourth year Honours Program.

H. Learning Method: The learning method developed by University will comprise of independent form of delivery and will constitute the following components:

- Self-Instructional text books (Self Learning Materials).
- Counselling and contact sessions at the study centre by the subject experts.
- Preparing the Learners for writing project report.
- Group discussion and Case studies.
- Video and Audio Lectures

I. Means of Delivery: Learners will receive the syllabus for their courses along with self-learning materials, which aid in the study of specific topics. Should they encounter any difficulties, learners are encouraged to make notes of these issues.

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These notes can then be discussed with a counselor during contact sessions at the study center, allowing for personalized guidance and support.

J. Requirement of Faculty and Support Staff: Department of Management is presently headed by one permanent faculty who will act as a programme coordinator. Teaching and Supporting staffs will be deputed as per provisions and need of the course curriculum.

K. Procedure for admissions, curriculum transaction and evaluation:

- i. **Procedure of Admission:** The admission for this programme will be semester basis (or as decided by the University from time to time). All the admissions for the Programme will be done through online mode. Applications will be invited by the University with in stipulated time period where Learners have to apply for the same with all their testimonials and required fees. The minimum eligibility for admission into this programme for the candidates is having passed 10+2 examination of Chhattisgarh Board of Secondary Education, Chhattisgarh or any other equivalent examination of a Board or University recognized by Pandit Sundarlal Sharma (open) University Chhattisgarh.
- ii. **Curriculum Transaction:** For successful completion of the proposed programme, a candidate has to obtain minimum passing mark in each of the subjects as specified in the University ordinance.
- iii. **Evaluation Pattern:** The pattern of evaluation for each course from Semester I to VIII of B.B.A (Honours) programme will have following three components: (a) Continuous Assessment through TMA (b) Internship / Community Engagement/ Project Viva-Voce (c) Term End Examination (TEE)
 - **Continuous Assessment through Tutor Mark Assignment:** For each course in every year the Learners performance will be continuously evaluated. Continuous assessment schedule and evaluation will be done by the Learners Support Center which will be monitored by the department concern. The Learners have to submit Tutor Mark Assignment (TMA) carrying 30 marks before the Term end examination (TEE) which will be the base of evaluation.
 - **Internship/ Community Engagement Project Work/ Viva Voce:** Evaluation of this component will be based on project work submitted by the Learners with viva-voce. Viva-voce will be conducted in the presence of an external examiner.
 - **Term End Examination (TEE):** Term End Examination (TEE) will be conducted at the end of the learning period through an examination as like other universities.

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Term End examination (TEE) of each course will be of 70 marks and will be on subjective mode. The questions in the examination will comprise of very short type answer, brief answers and long type answers. The structure of the examination is as under:

Section	Total No. Of Questions	Type of Questions	Marks
A	8 (All Compulsory Questions)	Objective Type	1X8=8
B	6 (4 Should be answered)	Very Short Type	2.5X 4=10
C	4 (3 Should be answered)	Short Type	5X3=15
D	4 (2 Should be answered)	Semi Long Type	10X2=20
E	2 (1 Should be answered)	Long Type	17X1=17
TOTAL	24 (18 Should be answered)		70 Marks

➤ **University Fee Structure:** The fee structure of the BBA (Honours) programme is as under:

Details of University Fee (In Rupees)

Particulars	Year I	Year II	Year III	Year IV	Total
Yearly Fees	6000	6000	6000	6000	24000

L. Requirement of the laboratory support and Library Resources: Laboratory is not required as a part of this Curriculum. Resources in the form of reference books and Journals will be made available to the Learners in the University Central library, which they can access for gaining knowledge and conceptual clarity.

M. Cost estimate of the programme and the provisions: For the design, development delivery and maintenance of the programme the fund will be as per the budget allocated by the University in its Annual Budget session.

N. Quality assurance mechanism and expected programme outcomes: The monitoring of the programme will be done on continuous basis by the department concern. Regular updating of the curriculum and syllabus will be checked by the concerned Board of Studies and regular monitoring will be done by Centre for Internal Quality Assurance (CIQA) of the University. Learners will be asked to provide their feedback on continuous basis to develop suitable action plans for the programme and will be duly incorporated into the teaching and delivery system.

BBA (Honours) graduates are expected to exhibit professional communication skills, both verbally and in writing, tailored to various audiences. They should demonstrate the capacity to identify and evaluate pertinent information necessary for decision-making, employing critical thinking skills to analyze and solve problems in uncertain situations. Additionally, the program equips them with comprehensive functional business knowledge, enabling them to recognize and interpret key business concepts, principles, and skills effectively.

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Bachelor of Business Administration (BBA) (Honours)	
Course Code	
Semester	Discipline Specific Course (DSC)
I	DSC-1: Principles of Management
	DSC-2: Introduction to Accountancy
II	DSC-3: Business Environment
	DSC-4: Business Communication
III	DSC-5: Marketing Management
	DSC-6: Human Resource Management
IV	DSC-7: Banking and Insurance practice
	DSC-8: Entrepreneurship Development
	DSC-9: Rural Marketing
V	DSC-10: Financial Management
	DSC-11: Organisational Behaviour
	DSC-12: International Business
VI	DSC-13: Retail Management
	DSC-14: Introduction to Tourism
	DSC-15: Introduction to Hospitality Management
VII	DSC(H)-16: Business Analytics
	DSC(H)-17: Project Finance
	DSC(H)-18: Advertising and Sales Promotion
	DSC(H)-19: Management of Training and Development
VIII	DSC(H)-20: Small Business Management
	DSC(H)-21: Sales and Distribution Management
	DSC(H)-22: Working Capital Management
	DSC(H)-23: Industrial Relation

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Semester	Discipline Specific Elective (DSE)
I	DSE 1: Managerial Economics
II	DSE 2: Business Statistics
III	DSE 3: Production and Operation Management
IV	DSE 4: Business Oriented Computer Application
V	DSE 5: Business Law
VI	DSE 6: Digital Marketing
VII	DSE 7: Strategic Human Resource Management
VIII	DSE 8: Brand Management

Semester	Generic Elective (GE)
I	GE 1: Cyber Era & Intellectual Property Rights
II	GE 2: Vedic Tradition and its Fundamental Concepts
III	GE 3: Politics and Economy in Hindu Darshan

Semester	Ability Enhancement Course (AEC)
I	AEC 1: Hindi Language -1 or English Language-1
II	AEC 2: Hindi Language -2 or English Language-2
III	AEC 3: Hindi Language -3 or English Language-3

Semester	Value Added Courses (VAC)
I	VAC 1: Environmental Study
III	VAC 2: Yoga: An Introduction
VI	VAC 3: Cyber Space & Cyber Regulation

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Semester	Skill Enhancement Course (SEC)
II	SEC 1: GST- Account Maintenance Computation & Provisions
IV	SEC 2: Entrepreneurship Development
V	SEC 3: Office Management

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