

**FACULTY OF COMMERCE AND BUSINESS STUDIES**

**DEPARTMENT OF BUSINESS STUDIES**

**PROGRAMME PROJECT REPORT**

**BACHELOR OF BUSINESS STUDIES**

**(ONLINE MODE)**



**MANAV RACHNA INTERNATIONAL INSTITUTE OF RESEARCH & STUDIES**  
(Deemed to be University under section 3 of the UGC Act 1956)

## 1. Program's mission & objectives

The main purpose of the online BBA (Online) Program is to develop basic knowledge, practical insights and skills to tackle real life business challenges in current scenario. The overall objectives are-

- (i) To provide the basic knowledge and keep students updated with developments relevant to business management, viz., marketing management, human resource management, financial management, emergence of digital marketing, and other multi-disciplinary spheres.
- (ii) To develop practical insights and skills by offering work-based training courses in all the spheres of business to develop critical thinking and problem-solving skills.

### Program Objectives

The objective of the programme is to develop students to work in fields of:

**i. Academic excellence:** Our primary objective is to enable every student to cope up with the latest developments in contemporary, national and global level through effective transaction of the curricular and co-curricular aspects.

**ii. Professional Excellence:** Motivates molds and prepares the students for positions of leadership in business organizations at the local, national and international levels.

**iii.Total commitment:** To focused on the all -round development of the students' personality through proper education and exposure to the vast treasure of knowledge; sports facilities and by providing platforms for their socialization.

**iv. Holistic Development:** To provides the latest trends in relevant branches of knowledge, competence and creativity to face global challenges.

**v. Socially responsible Citizen:** To inculcates a sense of civic responsibility, social commitment, and moral accountability among the students through social activities to with exposure to human rights, value system, culture, heritage, scientific temper and environment.

**vi. Value-based Development:** To impart quality and need based education our objective is to sensitize the students to their changing roles in society through awareness raising activities.

## **2. Relevance of the program with HEI's Mission and Goals:**

### **Institutional Mission:**

To provide an environment in which teachers love to facilitate and students love to learn, consisting of infrastructure facilities at par with the best institutions in India and abroad with the aim:

- i) To inculcate skills and impart knowledge to the ignited minds in the fields of science & technology, business & commerce and developing soft skills including understanding of leadership style, team building spirit and communication adeptness.
- ii) To undertake research and development activities in collaboration with the world of work leading to creation of new knowledge in the fields of science, business and commerce, humanities, engineering & technology, management, health sciences & therapies, sports, multi-media, applied & performing arts.
- iii) To create human beings with golden heart, who work and dedicate themselves for the advancement of humanity.

### **Institutional Goal:**

MREI is dedicated and committed to train and equip its students with the latest knowledge and skills in the chosen fields in the backdrop of Indian ethos and values to enable them to face any global challenge with a view to transforming them into insightful, honorable and responsible citizens of this great country; and imbibe a work culture of theoretical and applied research leading to creation and dissemination of knowledge.

MRIIRS strives continuously to improve quality of education to nurture the talent of our students to enable them to embark upon a successful career. Our team endeavors to achieve this objective through a proper blend of high conceptual and practical skills supported by excellent infrastructure, teaching methodology and commitment to Quality Management.

### **Linkage with Program Mission:**

The program visualizes economic and quality education to everyone without disturbing their existing occupation. It focuses on improving basic knowledge, skill and competencies

while continuing existing employment or professional studies (e.g., Management games, Case Studies, Entrepreneurship etc.). Thus, it is in line with the objectives of the Higher Educational Institution to provide quality education at affordable cost using Information and Communication Technology (ICT). There is much and more relevance of the BBA program with HEI's mission and goal because Online Education gets overwhelming response in India. However, even in this system, the actual aim of providing quality education is getting replaced by the aim of making more money from students by the institutes. The relevance of this program can be understood while studying Business Management.

**The following relevance are very much important in HEI's goal:**

Business Management is a program that deals with the operation and organization of modern business enterprises. The subjects of BBA cover each feature of a business firm, such as how a firm will be affected in different business situations, the management decisions, marketing operations etc. The main areas of study in the subject include business organizations, their various features, structure and functioning, marketing, operations management, human resource management, financial necessities etc. Studying business administration allows a student to observe and analyze the behavior and tactics of different firms from various spheres. The subject of Business Management involves more than just mastering the art of doing business. The subject brings students abreast with the corporate culture and prepares them for their professional life.

**3. Nature of prospective target group of learners:**

The target groups of learners are 12th pass candidates who are:

- (a) Passed 12<sup>th</sup> Std, in any stream with Min 50% Marks.
- (b) Doing any private job or a part of parental business.
- (c) Not studying in regular programs.

**4. Appropriateness of program to be conducted in Online Mode to acquire specific skills and competence:**

The learners of the program will be able to:

- (a) Acquire basic and conceptual knowledge in all core areas of business and commerce.
- (b) Develop analytical skills for solving business problems using Advanced Excel.
- (c) Acquire practical knowledge by work-based training courses in all core areas of business.
- (d) Develop research project planning and execution skill in all core areas of business.
- (e) Develop communication and IT skills.

### **5. Instructional Design:**

Institution adopts specialized approach where the task involved in course design & development is assigned to professionals in the particular department of the Institute and/or external experts. It is evaluated by Institution who in turn composes a team of experts to have judicious review of the proposed course that it meets the objectives of online education.

### **Curriculum Design/Study Scheme**

The duration of the B.Com. program is of three years divided into six semesters for students who have 12<sup>th</sup> pass certificate.

### **Semester - I**

| S. No | Name of the Course                         | Credit value of the course | No of weeks | No of Interactive sessions  |   | Hours of Study Material |                      | Self-Study hours including assessment | Total hours of study (based on 30 hours per credit ) |
|-------|--|----------------------------|-------------|---|---|-------------------------|----------------------|---------------------------------------|--|
|       |  |                            |             | Synchronous Online counseling / webinars/ interactive live lectures (1 hour per week) | Discussion forum/ asynchronous mentoring (2 hours / week) | e-tutorial (in hours)   | e-content (in hours) |                                       |  |
| 1     | Business Mathematics                       | 3                          | 9           | 9   | 18  | 15                      | 15                   | 33                                    | 90   |
| 2     | Business Organization & Management         | 3                          | 9           | 9   | 18  | 15                      | 15                   | 33                                    | 90   |
| 3     | Computer Fundamentals (T)                  | 2                          | 6           | 6   | 12  | 10                      | 10                   | 22                                    | 60   |
| 4.    | Computer Fundamentals (P)                  | 1                          | 3           | 3   | 6   | 5                       | 5                    | 11                                    | 30   |
| 4     | Business Communication – I                 | 3                          | 9           | 9   | 18  | 15                      | 15                   | 33                                    | 90   |
| 5     | Accounting for Managers                    | 3                          | 9           | 9   | 18  | 15                      | 15                   | 33                                    | 90   |
| 6     | Business Economics- I                      | 3                          | 9           | 9   | 18  | 15                      | 15                   | 33                                    | 90   |
| 7     | Environmental Studies and Waste Management | 3                          | 9           | 9   | 18  | 15                      | 15                   | 33                                    | 90   |

**Total Credit :21**

### **Semester II**

| S. No | Name of the Course             | Credit value of the course | No of weeks | No of Interactive sessions   |   | Hours of Study Material |                      | Self-Study hours including assessment | Total hours of study (based on 30 hours per credit ) |
|-------|--------------------------------|----------------------------|-------------|--|---|-------------------------|----------------------|---------------------------------------|--|
|       |                                |                            |             | Synchronous Online counselling / webinars/ interactive live lectures (1 hour per week) | Discussion forum/ asynchronous mentoring (2 hours / week) | e-tutorial (in hours)   | e-content (in hours) |                                       |  |
| 1     | Business Statistics            | 3                          | 9           | 9  | 18  | 15                      | 15                   | 33                                    | 90   |
| 2     | Database Management System (T) | 2                          | 6           | 6  | 12  | 10                      | 10                   | 22                                    | 60   |
| 3     | Database Management System (P) | 1                          | 3           | 3  | 6   | 5                       | 5                    | 11                                    | 30   |
| 4     | Business Environment           | 3                          | 9           | 9  | 18  | 15                      | 15                   | 33                                    | 90   |

|   |                           |   |   |   |    |    |    |    |    |
|---|---------------------------|---|---|---|----|----|----|----|----|
| 4 | Company Accounts          | 3 | 9 | 9 | 18 | 15 | 15 | 33 | 90 |
| 5 | Human Resource Management | 3 | 9 | 9 | 18 | 15 | 15 | 33 | 90 |
| 6 | Business Economics -II    | 3 | 9 | 9 | 18 | 15 | 15 | 33 | 90 |
| 7 | Business Communication    | 3 | 9 | 9 | 18 | 15 | 15 | 33 | 90 |

**Total Credits: 21**

### **Semester III**

| S.No   | Name of the Course                  | Credit value of the course | No of weeks | No of Interactive sessions   |  | Hours of Study Material |                      | Self-Study hours including assessment | Total hours of study (based on 30 hours per credit) |
|--|-------------------------------------|----------------------------|-------------|--|--|-------------------------|----------------------|---------------------------------------|---|
|  |                                     |                            |             | Synchronous Online counseling/webinars/interactive live lectures (1 hour per week) | Discussion forum/asynchronous mentoring (2 hours / week) | e-tutorial (in hours)   | e-content (in hours) |                                       |   |
| 1  | Organization Behavior & development | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |
| 2  | Advanced Excel                      | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |
| 3  | Basics of Entrepreneurship          | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |
| 4.   | Operations Management               | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |
| 5  | University Core 3                   | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |
| 6  | University Core 4                   | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |
| <b>BBA Specialization: Banking and Finance</b>         |                                     |                            |             |  |  |                         |                      |                                       |   |
| 7  | Cost and Management Accounting      | 3                          | 12          | 12   | 24   | 20                      | 20                   | 44                                    | 120   |
| <b>BBA Specialization: Retail and Sales Management</b> |                                     |                            |             |  |  |                         |                      |                                       |   |
| 7.   | Retail Management                   | 3                          | 12          | 12   | 24   | 20                      | 20                   | 44                                    | 120   |

**Total Credits: 21**

### **Semester IV:**

| S.No   | Name of the Course                    | Credit value of the course | No of weeks | No of Interactive sessions   |  | Hours of Study Material |                      | Self-Study hours including assessment | Total hours of study (based on 30 hours per credit) |
|--|---------------------------------------|----------------------------|-------------|--|--|-------------------------|----------------------|---------------------------------------|---|
|  |                                       |                            |             | Synchronous Online counseling/webinars/interactive live lectures (1 hour per week) | Discussion forum/asynchronous mentoring (2 hours / week) | e-tutorial (in hours)   | e-content (in hours) |                                       |   |
| 1  | Marketing Management                  | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |
| 2  | Financial Management                  | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |
| 3  | E- commerce                           | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |
| 4.   | Supply Chain and Logistics Management |                            |             |  |  |                         |                      |                                       |   |
| 5  | University elective 1                 | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |
| 6  | University elective 2                 | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |
| <b>BBA Specialization: Banking and Finance</b>         |                                       |                            |             |  |  |                         |                      |                                       |   |
| 7  | Indian Financial System               | 4                          | 12          | 12   | 24   | 20                      | 20                   | 44                                    | 120   |
| <b>BBA Specialization: Retail and Sales Management</b> |                                       |                            |             |  |  |                         |                      |                                       |   |
| 7  | Advertising and Sales Promotion       | 4                          | 12          | 12   | 24   | 20                      | 20                   | 44                                    | 120   |

**Total Credits: 21**

### Semester V:

| S. No | Name of the Course          | Credit value of the course | No of weeks | No of Interactive sessions   |  | Hours of Study Material |                      | Self-Study hours including assessment | Total hours of study (based on 30 hours per credit) |
|-------|-----------------------------|----------------------------|-------------|--|--|-------------------------|----------------------|---------------------------------------|---|
|       |                             |                            |             | Synchronous Online counseling/webinars/interactive live lectures (1 hour per week) | Discussion forum/asynchronous mentoring (2 hours / week) | e-tutorial (in hours)   | e-content (in hours) |                                       |   |
| 1     | Business Research Methods   | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |
| 2     | Service Marketing           | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |
| 3     | Virtual Internship Projects | 3                          | 9           | 9  | 18   | 15                      | 15                   | 33                                    | 90  |



|  |                                  |   |   |   |    |    |    |    |    |
|--|----------------------------------|---|---|---|----|----|----|----|----|
| 4  | University Elective 3            | 3 | 9 | 9 | 18 | 15 | 15 | 33 | 90 |
| 5  | University Elective 4            | 3 | 9 | 9 | 18 | 15 | 15 | 33 | 90 |
| <b>BBA Specialization: Banking and Finance</b>         |                                  |   |   |   |    |    |    |    |    |
| 6  | Principles of Banking            | 3 | 9 | 9 | 18 | 15 | 15 | 33 | 90 |
| <b>BBA Specialization: Retail and Sales Management</b> |                                  |   |   |   |    |    |    |    |    |
| 6  | Customer Relationship Management | 3 | 9 | 9 | 18 | 15 | 15 | 33 | 90 |

**Total Credits: 18**

### Semester VI:

| S.No  | Name of the Course                | Credit value of the course | No of weeks | No of Interactive sessions   |   | Hours of Study Material |                      | Self-Study hours including assessment | Total hours of study (based on 30 hours per credit) |
|---|-----------------------------------|----------------------------|-------------|--|---|-------------------------|----------------------|---------------------------------------|---|
|   |                                   |                            |             | Synchronous Online counseling/ webinars/ interactive live lectures (1 hour per week) | Discussion forum/ asynchronous mentoring (2 hours / week) | e-tutorial (in hours)   | e-content (in hours) |                                       |   |
| 1   | Corporate Governance & Ethics     | 3                          | 9           | 9  | 18  | 15                      | 15                   | 33                                    | 90  |
| 2   | Strategic Management              | 3                          | 9           | 9  | 18  | 15                      | 15                   | 33                                    | 90  |
| 3   | Money and Banking                 | 3                          | 9           | 9  | 18  | 15                      | 15                   | 33                                    | 90  |
| 4   | University Elective 5             | 3                          | 9           | 9  | 18  | 15                      | 15                   | 33                                    | 90  |
| 5   | University Elective 6             | 3                          | 9           | 9  | 18  | 15                      | 15                   | 33                                    | 90  |
| <b>BBA Specialization: General, Banking And Finance</b> |                                   |                            |             |  |   |                         |                      |                                       |   |
| 6   | Business Law                      | 3                          | 9           | 9  | 18  | 15                      | 15                   | 33                                    | 90  |
| <b>BBA Specialization: Retail and Sales Management</b>  |                                   |                            |             |  |   |                         |                      |                                       |   |
| 6   | Sales and Distribution Management | 3                          | 9           | 9  | 18  | 15                      | 15                   | 33                                    | 90  |

**Total Credits: 18**

**Total Credit of the Online BBA (General) Program = 120**

\* For Successful completion of BBA. degree, the student shall be required to earn minimum 120 credits in total, out of which he/she needs to earn 96 credits of compulsory courses through

online classes as tabulated above and at least 24 additional credits through University Core/University Electives.

*Beside the mentioned Domain Specific Courses, other University Core, University elective, Inter-disciplinary, Generic, on-line Courses (MOOCs etc) and other approved courses shall be offered, which shall be notified well before start of the semester. The student shall be required and allowed to opt the courses out of offered courses as per maximum limit for maximum credits and for the category of Elective Courses under University Rules.*

The E-Learning Material shall have the four quadrant approach; as per UGC (Credit Framework for online learning courses through SWAYAM) Regulations, 2016 taking into consideration the following, namely:-

- **Quadrant-I is e-Tutorial;** which shall contain the following study material like video and audio content in an organized form, animation, simulations, video demonstrations, virtual labs, etc., along with the transcription of the video.
- **Quadrant-II is e-Content;** which shall contain following study material like self-instructional material, e-Books, illustrations, case studies, presentations etc., and also contain web resources such as further references, related links, open-source content on Internet, video, case studies, books including e-books, research papers and journals, anecdotal information, historical development of the subject, articles, etc.
- **Quadrant-III is the Discussion forum** for raising of doubts and clarifying them on a near real time basis by the Course Coordinator or his team.
- **Quadrant-IV is Assessment;** which shall contain, problems and solutions, which could be in the form of multiple-choice questions, fill in the blanks, matching questions, short answer questions, long answer questions, quizzes, assignments and solutions, discussion forum topics and setting up the FAQs, Clarifications on general misconceptions.

\*The students who will participate in at least 75% of the activities (online class + time bound assignments + discussion forms for a subject will be eligible for end semester examination for that course)

### **Process of program & Course Approval**

The curriculum is approved by the Academic Council of the Institute. It is reviewed yearly by considering inputs from Board of Studies, Board of Faculty, Student feedback and Industry. Major revision in the curriculum is achieved through curriculum development workshop organized every 3 years. Programs are offered on semester basis. A modular approach towards pursuing a long-term degree Program is implemented.

### **Faculty & Support staff**

The students also get support from the experienced faculty network of the institute. The required number of competent and domain specific faculty (Professor, Associate Professor and Assistant Professor) is available in the department and shall be allocated as per requirements stipulated in the UGC Regulations& Guidelines for Online program.

### **Identification of Media:**

The program uses video lectures, PPTs, study material in soft and hard form which shall be accessible to the students. The required media to be used for the programme for online delivery of its stipulated courses have already been identified with the proportion as stated below:

| <b>Media to be used for curriculum</b>                   | <b>Percentage</b> |
|--|-------------------|
| Audio/Video material                                     | 10%               |
| Work related exercises practical/Quizzes and Assignments | 37%               |
| Digital contents   | 33%               |
| Virtual / SAP Labs                                       | 20%               |

### **Student Support Services System**

Students are supported in all phases of their Academic progression. MRIIRS website is fully equipped with information about programs, courses, entry requirements, application procedures, structures, functions, rules, and regulations of the institute, recognition of institute, and special features of the programs and so on. Smooth online admission process is done through ERP portal. On completion of admission, the students are provided with study materials, assignments using ERP portal itself. Online classes are conducted using MS-Teams & Google Classroom Software.

Orientation training is conducted by institution at the beginning of the semester. On Program Completion, the students are guided on participations in convocations. Online Student's feedback sessions are conducted using ERP portal for students to share their valuable feedbacks. Feedback is collected on periodical basis during the Academic session. The Online feedback is transparent for the faculties so that the faculty members can improvise. The suggestions from students are also obtained where they can feed their suggestions/complaints for any point of concern. The complaints/suggestions are entertained by different level of hierarchy of the institution. ERP portal mitigates the challenge of seamless Student –Institution communication. For implementation and execution of the programmes program coordinator at the level of Professor/Associate Professor shall be designated. The designated Program Coordinator at the end of the program shall see the overall attainment of expected program outcomes to take further necessary corrective measures and actions for its continuous improvement. A transparent and robust feedback mechanism from all stakeholders shall be put in places per the prevalent practice for the normal programmes being offered by the university

## **6. Procedure for admissions, curriculum transaction and evaluation Eligibility Criteria:**

The minimum eligibility criteria for admission to an Online BBA is 12<sup>th</sup> pass with 50% Marks.

### **Fee Structure:**

Rs 2, 05,000/- for three years to be paid in three installments

- First year: Rs 25,000/- (onetime non-refundable registration fee) + Rs 55,000/
- Second year: Rs 55,000/-
- Third year: Rs 55,000/ Examination fees + IT resources: Rs 15,000/-

### **Scholarship Policy:**

#### **I. Policy**

##### **a. On Merit Basis**

- i. 80 % and above marks / CGPA in Qualifying exam will be awarded 100 % tuition fee waiver.
- ii. 70% to 79.99% marks / CGPA in Qualifying exam will be awarded 50% tuition fee waiver.
- iii. 60% to 69.99% marks / CGPA in Qualifying exam will be awarded 25% tuition fee waiver.

**b. Under Special Category**

| <b>Categories</b>   | <b>Fee Concession</b> | <b>Documents to be Submitted</b>                       | <b>Continuation</b> |
|---|-----------------------|--|---------------------|
| Empowering Women<br>(For women on Sabbatical)                     | 25% on<br>Tuition Fee | Self-Declaration                                       | For all Years       |
| Alumni Special (MREI Alums)                                       | 25% on<br>Tuition Fee | Certificate/Degree<br>Having Student<br>enrollment no. | For all Years       |
| Government Special (Working with<br>State Govt. or Central Govt.) | 25% on<br>Tuition Fee | ID Proof having<br>Employee no.                        | For all Years       |
| Sports (State Level & above)                                      | 25% on<br>Tuition Fee | State Level or<br>National Level<br>Certificate        | For all Years       |
| Divyang   | 25% on<br>Tuition Fee | Disability<br>Certificate                              | For all Years       |

**II. Conditions for Continuation of Scholarship Policy**

Maintain a minimum CGPA of 6.5 Annually (1st & 2nd Semester). However, if any student considered for fee concession in the first year fails in any of the subject, he/she may be considered for continuation of fee concession provided that he/she shall have to clear the subjects in the subsequent academic year failing which he/she may not be considered for the continuation of fee concession.

**Web Based Tools to be Adopted:**

The online academic delivery will be ensured through Microsoft Teams/Google Meet platforms. All record keeping will be done by Web based portal (I Cloud EMS) which allows student access to all areas related to admission fee, prospectus, syllabus, Lesson Plan, Assignments, Assessments, lecture recording etc.

Our Institute has adopted a Web based Portal (iCloud EMS) which shall allow the student access to the following:

- Admission & Enrolment Details
- Fee Details and Online Fee Payment Gateway
- Prospectus, Regulations & Syllabus
- Notifications (Admissions, fees, examinations etc.)
- Lesson Plan
- Continuous Assessments /Assignments
- Online PCP Classroom Lectures (Recorded or via Virtual Classroom session) as conducted each semester.
- Online Copy of the Grade sheet.

A Personal Contact program shall be scheduled, to allow students to attend classroom lectures at the Campus, for a suitable duration of time. The same may also be recorded and uploaded on the web portal, to allow for revision / revisiting. Students may also be provided the facility of live web streaming of the PCP.

#### **Academic Calendar (for one semester)**

| <b>S NO</b> | <b>Name of Activity</b>  | <b>Semester 1</b>              |                       |
|-------------|--|--------------------------------|-----------------------|
| 1           | Course registration and start of classes                               | 1 <sup>st</sup> Day of Session |                       |
| 2           | Conduct of First sessional test T1 (From first half of the syllabus)   | 49 <sup>th</sup> Day           | 54 <sup>th</sup> Day  |
| 3           | Uploading of the results on the web portal                             | 61 <sup>th</sup> day           |                       |
| 4           | Conduct of Second sessional test T2 (From second half of the syllabus) | 112 <sup>th</sup> day          | 117 <sup>th</sup> Day |
| 5           | Upload of result on the web portal                                     | 124 <sup>th</sup> Day          |                       |
| 6           | Conduction of the end semester practical exams                         | 131 <sup>th</sup> Day          | 137 <sup>th</sup> Day |
| 7           | Conduction of the end semester theory exams                            | 147 <sup>th</sup> day          | 151 <sup>th</sup> day |

|   |   |           |  |
|---|---|-----------|--|
| 8 | Upload the complete result on ERP/website day | 162th day |  |
| 9 | Next semester academic calendar               | 166th day |  |

One application and critical thinking-based assignment will be given to the enrolled students after the completion of each unit and the evaluation will be shared with the students within a week's time. The grievances if any should be resolved in max next week. The evaluation of the assignment should be uploaded on the web portal within two days of the evaluation of the assignment.

### **Examinations Policy:**

- All examinations shall be conducted with technology enabled online mode with proctored AI and /or online mode.
- The attendance of examinees shall be authenticated through biometric system as per Aadhaar details of other government identifiers.
- The recording of the online proctored examination will be kept/archived in the records/ for two years, subsequent to the conduct of the examination.

The evaluation will include two types of assessments;

(i) Continuous or formative assessments (in the form of end semester examination or term examination. Weightage of assessments are as follows:

For continuous or formative assessment (in semester): Maximum 30 percent. The categorization for the same is:

|                               |     |
|-------------------------------|-----|
| MCQs                          | 30% |
| Subjective (Short/Long)       | 40% |
| Discussion/Presentation       | 15% |
| Projects/Group Activities etc | 15% |

(ii) For summative assessment (end semester examination or term end examination):

Minimum: 70 percent. Categorization for the same is:

Objective Type Questions: 30%

Short/Long Questions: 70%

**Passing Criteria in Internal Assessment/ Continuous Evaluation and External/ End Semester Evaluation:**

Student will be declared pass in the subject if he/she scores jointly 40% marks in Internal Assessment / Continuous Evaluation and External/ End Semester Evaluation.

Marks or grades obtained in continuous assessment and end semester examinations or term end examinations shall be shown separately in the grade card.

**Grading System:**

| <b>Grade</b> | <b>Grade Point (GP)</b> | <b>Description of performance</b> | <b>Recommended range of marks in percent</b> | <b>Expected number of students in a Grade</b> |
|--------------|-------------------------|-----------------------------------|--|---|
| O            | 10                      | Outstanding                       | 95 – 100                                     | 0   |
| A+           | 9                       | Excellent                         | 85 – 94.9                                    | Not > 10%                                     |
| A            | 8                       | Very Good                         | 75 – 84.9                                    | Not > 15%                                     |
| B+           | 7                       | Good                              | 65 – 74.9                                    | Not > 15%                                     |
| B            | 6                       | Above Average                     | 55 - 64.9                                    | Not > 40%                                     |
| C            | 5                       | Average                           | 45 – 54.9                                    | Not > 10%                                     |
| P            | 4                       | Pass                              | 40 - 44.9                                    | Not > 10%                                     |
| F            | 0                       | Fail                              | 0-39.9                                       | Not > 10%                                     |
| AB           | 0                       | Absent                            |  | 0   |
| AP           |                         | Audit Pass                        |  | 0   |

**7. Requirement of the laboratory support and Library Resources:** The library services at Manav Rachna can be accessed using the link: <https://manavrachna.edu.in/international-institute-of-research-and-studies/central-library/>.

It offers a range of services for academic and research pursuits:

- Circulation Services
- Reference and Research Studies



- Digital Library
- Current Awareness
- User Orientation Programs
- Wi-Fi and Internet
- Photography, Scanning and Printing Services

#### **8. Cost estimate of the program and the provisions:**

Budget for Audio/Video Production, LMS and other requirements:

- Bandwidth -200 Mbps for one year
- 180000/-per year
- Cloud Account AWS-Rs 10,000-15,000 per year
- Virtual Machine- Rs. 1500/- month per virtual machine

#### **9. Quality assurance mechanism and expected program outcomes:**

The curriculum is regularly revised to meet the needs of the learners. The resources are developed by the faculty who has rich and vast experience in their field. The support of industry and professional experienced faculty network enhances the practical orientation of the program.

The Institute has constituted Internal Quality Assurance Cell (IQAC), as per the guidelines of National Assessment and Accreditation Council (NAAC) in which academicians, industry representatives and other stakeholders are nominated as members. IQAC has a mandate to review the teaching and learning process. The aim of the IQAC is to develop a system for conscious, consistent and catalytic action to improve the academic and administrative performance of the institution. The process of regular feedback is carried out to ensure the quality of the programs. The feedback form is shared per student zone on their learning management system. This is the process followed to ensure the academic excellence and practical application of the program.

Towards the Quality Assurance Mechanism for online distance Programs, the University shall establish a **Centre for Internal Quality Assurance (CIQA)**. The CIQA will be required to:

1. Conduct training and capacity building of teaching and administrative staff.
2. The University IQAC's cell shall work closely with the CIQA to develop feedback mechanisms to allow for Program and Process Review on a regular basis, 360

Degrees feedback, from Students, Faculty and Alumni shall be processed and suggestions and improvements incorporated accordingly.

3. The Course shall be benchmarked with the Courses conducted in campus, for online students/learners, in order to ascertain the quality. These indicators shall be used to constantly improve upon the programs, and make them at par industry standards and expectations.

### **Expected Program Outcomes and Program Specific Outcomes**

After completing BBA General, the students will be able to achieve the following Programme Outcomes (POs).

**PO 1: Critical Thinking:** Take informed actions after identifying the assumptions that frame their thinking and actions, checking out the degree to which these assumptions are accurate and valid, and looking at their ideas and decisions (intellectual, organizational, and personal) from different perspectives.

**PO 2: Effective Communication:** Speak, read, write and listen clearly in person and through electronic media in English and in one Indian language, and make meaning of the world by connecting with people, ideas, books, media and technology.

**PO 3: Social Interaction:** Elicit views of others, mediate disagreements and help reach conclusions in group settings.

**PO 4: Effective Citizenship:** Demonstrate empathetic social concern and equity-centered national development, and the ability to act with informed awareness of issues and participate in civic life through volunteering.

**PO 5: Ethics:** Recognize different value systems including their own, understand the moral dimensions of their decisions, and accept responsibility for them.

**PO 6: Environment and Sustainability:** Understand the issues of environmental contexts and sustainable development.

**PO 7: Self-directed and Life-long Learning:** Acquire the ability to engage in independent and life-long learning in the broadest context of socio-technological changes.

## **Program Specific Outcomes (PSOs)**

**The students will be able to:**

**PSO 1:** Identify and describe the characteristics and roles played by businessmen, entrepreneur, managers, consultant, which will help learners to possess knowledge and other soft skills and to respond aptly when confronted with critical decision making.

**PSO 2:** Execute and relate the progressive affective domain development of values, the importance and impact of management principles and practices in business organization and in society at large.

**PSO 3:** Prove their proficiency with the ability to engage in effective business communication adeptness, design professional quality presentations and develop conceptual skills to solve operational tasks in hand for achieving greater heights in their professional domain.

-----\*THANK YOU\*-----