Centre for Distance and Online Education

Jamia Millia Islamia

New Delhi-110025

Programme Project Report

Bachelor of Business Administration

1. Programme's Mission and Objectives

Mission:

The mission of the BBA programme offered by the Centre for Distance and Online Education (CDOE), Jamia Millia Islamia is to provide high-quality, flexible, and inclusive management education through Open and Distance Learning (ODL) and Online Mode. The programme aims to develop competent business professionals equipped with analytical thinking, leadership qualities, and entrepreneurial mindset.

Objectives:

- To provide foundational and advanced knowledge of business administration and management.
- To develop critical thinking, analytical ability, and problem-solving skills.
- To prepare learners for managerial positions in corporate, public, and entrepreneurial sectors.
- To enhance communication, leadership, teamwork, and decision-making skills.
- To promote employability and self-employment opportunities in diverse sectors.
- To align curriculum with industry requirements and global business standards.

2. Relevance of Programme with HEI Mission and Goals

The BBA programme is strongly aligned with the mission of Jamia Millia Islamia, which emphasizes inclusive education, academic excellence, and nation-building.

- The programme expands access to higher education for diverse and underserved learners.
- It supports the vision of digital and flexible learning under ODL/Online mode.
- It contributes to skill development initiatives and employability enhancement.
- It strengthens the institution's commitment to lifelong learning and accessibility.
- It bridges the gap between academic knowledge and industry expectations.

3. Nature of Prospective Target Group of Learners

The programme is designed for a diverse group of learners including:

- Recent 10+2 graduates seeking management education.
- Working professionals aiming for career advancement.
- Entrepreneurs and business aspirants.
- Learners from rural and urban backgrounds.
- Women learners seeking flexible education opportunities.
- Economically weaker sections and marginalized groups.

The programme ensures inclusivity, accessibility, and flexibility to support lifelong learning.

4. Appropriateness of Programme for ODL/Online Mode

The BBA programme is highly suitable for ODL/Online delivery due to its conceptual and applied nature.

- Management subjects can be effectively taught through digital platforms and case studies.
- Flexible learning allows students to balance study with work and personal responsibilities.
- LMS-based delivery supports structured and interactive learning.
- Continuous assessment enhances learning outcomes.

- The programme focuses on practical skills such as communication, decision-making, and business analysis.
- It meets academic, professional, and industry standards required in modern business environments.

5. Instructional Design

The instructional design of the programme includes:

Curriculum Structure:

Year 1

S. No.	Course Code	Course Title		Evaluation Scheme		Total
			Credit	Assignment	Term End	
1	BBA-101	Principles of Business Management	4	30	70	100
2	BBA-102	Business Economics	4	30	70	100
3	BBA-103	Financial Accounting	4	30	70	100
4	BBA-104	Business Regulatory Frame Work	4	30	70	100
5	BBA-105	Business Communication	4	30	70	100
6	BBA-106	Principles of Marketing	4	30	70	100
7	BBA-107	Business Ethics	4	30	70	100
8	BBA-108	Organizational Behaviour	4	30	70	100

9	**BBA-109**	**India's Foreign Trade Policy**	**4**	**30**	**70**	**100**
10	**BBA-110**	**Operations Management**	**4**	**30**	**70**	**100**
Total			**40**			

Year 2

S. No.	**Course Code**	**Course Title**		**Evaluation Scheme**		**Total**
			Credit	**Assignment**	**Term End**	
1	**BBA-201**	**Business Mathematics and Statistics**	**4**	**30**	**70**	**100**
2	**BBA-202**	**Information Technology in Business**	**4**	**30**	**70**	**100**
3	**BBA-203**	**Corporate Law**	**4**	**30**	**70**	**100**
4	**BBA-204**	**Introduction to Business Finance**	**4**	**30**	**70**	**100**
5	**BBA-205**	**Business Environment**	**4**	**30**	**70**	**100**
6	**BBA-206**	**Marketing Communication**	**4**	**30**	**70**	**100**
7	**BBA-207**	**Advertising Practices**	**4**	**30**	**70**	**100**
8	**BBA-208**	**Basics of Research Methodology**	**4**	**30**	**70**	**100**
9	**BBA-209**	**E-Business**	**4**	**30**	**70**	**100**
10	**BBA-210**	**International Marketing**	**4**	**30**	**70**	**100**
Total			**40**			

Year 3

S. No.	Course Code	Course Title	Credit	Evaluation Scheme		Total
				Assignment	Term End	
1	BBA-301	Fundamental of Entrepreneurship	4	30	70	100
2	BBA-302	Cost and Management Accounting	4	30	70	100
3	BBA-303	Advertising Media Choices	4	30	70	100
4	BBA-304	Personal Selling and Salesmanship	4	30	70	100
5	BBA-305	Management of the Sales Force	4	30	70	100
6	BBA-306	Sales Promotion and Public Relations	4	30	70	100
7	BBA-307	Human Resource Management	4	30	70	100
8	BBA-308	International Finance	4	30	70	100
9	BBA-309	Insurance and Risk Management	4	30	70	100
10	BBA-310	Survey Project	4	30	70	100
Total			40			

Teaching-Learning Methods:

- Self-Learning Materials (SLMs)
- Online lectures and webinars
- Video tutorials and recorded lectures
- Case studies, assignments, and project work

Learning Management System (LMS):

- Google Classroom as a central platform for content delivery
- Student-teacher interaction
- Assignment submission and evaluation

Credit System:

- Credit-based curriculum aligned with UGC guidelines

Student Support:

- Academic counseling sessions
- Mentoring and doubt-clearing sessions
- Digital library and e-resources

6. Admission, Curriculum Transaction and Evaluation

Admission Policy:

- Minimum eligibility: 10+2 or equivalent from a recognized board
- Merit-based admission as per university guidelines
- Reservation policy as per Government of India norms
- Transparent fee structure

Curriculum Transaction:

- Delivered through LMS, printed materials, and online sessions

- Academic calendar for structured learning
- Regular interaction between learners and faculty

Evaluation System:

- Internal Assessment: Assignments, quizzes, projects
- University Examination (UE)
- Practical/project evaluation where applicable
- Grading system as per university norms

7. Laboratory Support and Library Resources

- CDOE library (journals, books, case studies)
- Study materials in print and digital formats

8. Cost Estimate of the Programme

The financial structure of the programme includes:

- Curriculum and content development cost
- LMS development and maintenance cost
- Faculty and academic counselor remuneration
- Student support service cost
- Examination and evaluation cost
- Administrative and operational expenses

The programme is designed to remain cost-effective while ensuring high-quality education delivery.

1st Year	***2nd Year***	***3rd Year***
Rs 9500	*Rs 9500*	*Rs 9500*

9. Quality Assurance Mechanism and Expected Programme Outcomes

Quality Assurance Mechanism:

- Monitoring by Internal Quality Assurance Cell (IQAC)
- Regular curriculum review and updates
- Feedback from learners, faculty, and industry experts
- Continuous improvement of learning materials and delivery methods
- Compliance with UGC-DEB regulations

Expected Programme Outcomes:

After completion, learners will be able to:

- Demonstrate strong understanding of business and management concepts
- Apply analytical and decision-making skills in real-world situations
- Exhibit leadership and entrepreneurial capabilities
- Communicate effectively in professional environments
- Adapt to dynamic business and corporate environments