



Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
DEEMED TO BE UNIVERSITY



University with Graded Autonomy Status
(An ISO 21001 : 2018 Certified Institution)
Periyar E.V.R. High Road, Maduravoyal, Chennai-95. Tamilnadu, India.

CENTRE FOR ONLINE PROGRAMMES



PROGRAMME PROJECT REPORT (PPR) – BBA
(As per 2018 Regulation)



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Name of the Faculty: Faculty of Management Studies

Name of the Programme: BBA – UG Degree Program

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INTRODUCTION:

The virtual classroom has replaced the traditional classroom as the primary mode of instruction thanks to the twin engines of computer and communication technologies. This enhanced accessibility to the internet and the World Wide Web for knowledge generation and distribution promotes worldwide student connectivity and a borderless environment for learning.

Programme Title	Bachelor of Business Administration
Specialization	General
Eligibility	+2
Minimum Duration	Three years

PROGRAMME EDUCATIONAL OBJECTIVES:

PEO1: Students are able to inculcate entrepreneurial skills to manage current business environment and start new businesses.

PEO2: Students are capable of using research tools to investigate and analyze business environment.

PEO3: Candidates present themselves with morality, integrity, hard work, ethical behaviour, social consciousness, and a broader outlook in their work place.

PEO4: Capable of solving complex business problem with multi-disciplinary approach inclusive of technology.

NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS:

A BBA degree offers an excellent platform for candidates who wish to develop managerial skills. It includes core areas of management including Marketing, Sales, Strategy management, etc., along with the key areas such as finance and economics.

Keeping in mind the market scenario as on date which currently experiences expansion of many companies and start ups, it is predicted that candidates with sound business and operations knowledge are in demand. Candidates with BBA degrees can



easily form a part of the core business/operations/strategy team or can act the point of contact between the workforce and senior-level management.

Since the curriculum and syllabus is designed in such a way that the candidate is able to develop critical and reflective thinking, team work and leadership qualities, the target group of learners will be able to have a good exposure of market trends, strategic decisions making, and so on. Candidates are able to develop market-relevant skills and focus latest trends which help in quick career progression.

APPROPRIATENESS OF PROGRAMME:

The BBA Programme in general is appropriate to candidate who to pursue a career in management. The curriculum will provide the candidates with an overview of all of the necessary topics for developing leadership and management skills that helps in business decision making, analysis of business situations & providing business insight, all with the goal of delivering quality industry focused education. Programme curriculum will be a mix of lectures, case-based discussions and hands-on training with a focus on learning by doing. Projects, internships, & placement assistance are all a part of this programme.

The programme would equip the learners to effectively handle the corporate dynamism and professionally grow ahead in their career in an industry.

Learning material
Audio-video material
Online material
Computer based material
Curriculum and pedagogy

PROCEDURE FOR ADMISSION:

The Institution is highly reputed and accredited with 'A+' Grade by NAAC with Special Graded Autonomy and also certified with ISO 21001:2018 by TUV SUD South Asia Private Limited. The Institute is recognized as Deemed to be University offers undergraduate, postgraduate programmes and Research in various disciplines. Admission sought into this prestigious Institute is based on the norms prescribed by the statutory bodies. Foreign students can be admitted following the guidelines of MoE and UGC.



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- All the information regarding eligibility norms and mandatory documents required and registration is available on this website (www.drmgronline.in)
- The candidate has to ensure that their education / qualifying degree has been issued from a recognized Institution / University only
- At the time of online registration the candidates have to scan and send all their relevant documents as mentioned in the registration process on this website (www.drmgronline.in)
- The admission would be processed as per the information provided by the candidate and if at any stage, it is found that a candidate has furnished wrong or misleading information, his/her candidature will be cancelled immediately
- The candidate should ensure that he/she satisfies the eligibility norms for the program he/she wishes to enroll
- Submission of documents and payments to University is subject to eligibility criteria as per the guidelines of the University
- Upon receipt of complete set of mandatory documents and applicable fees, the University enrollment team would then verify all the documents
- In standard conditions the candidate should receive the provisional number within 21 working days after submission of all mandatory documents & applicable fees. (Courier delivery timelines additional at actuals)
- The admission will be treated as enrolled only after Enrollment / Registration Number has been generated by University subject to provisional or confirmed enrolment
- University reserves the right to change the programme structure, Programme curriculum, eligibility norms and course conduction pattern and revise fees at any



point of time

TEACHING LEARNING AND EVALUATION:

A student is normally expected to complete the BBA Programme in 6 Semesters (three academic years) but in any case not more than 10 semesters. Each semester shall normally consist of 15 weeks. The Director – Online Programs shall ensure that every teacher imparts instruction as per the number of periods specified in the syllabus and that the teacher teaches the full content of the prescribed syllabus for the course being taught, End-Semester Examination will ordinarily commence immediately after the last working day of the semester.

The e-learning material shall have 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: 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; 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 University would provide student's access to Learning Management System for each student to access the online course ware.

Quadrant	Quadrant Type	Learning Resource Type	Type	Delivery Format
1.	E-Tutorial	Tutorials: Recorded Videos	Chapter Level	MP4 (Audio Video Content)
		Animation Gamified Module	Chapter Level	SCORM File
		Simulated Case Study	Subject Level	SCORM File
		Synchronous Interactive Sessions – Live Sessions	Chapter Level	Real Time Technology based Synchronous Activity
2.	E-Content	E-book	Chapter Level	PDF/Notes
		Study Guide	Chapter Level	PDF/ Bullet Notes
		Web Resources	Chapter Level	Articles and Reference Videos from Swayam, NPTEL and other open platforms
3	Discussion Forum	Discussion Forum	Chapter Level	Real Time Technology based Synchronous



				Activity
				Synchronous Activity
4	Assessment	FAQ	Chapter Level	System Upload for objective Questions with Answer keys and document upload for subjective questions in assessment in form of Assignments (Continuous Evaluation)
		Misconception	Chapter Level	
		Practice Assignment	Chapter Level	

LMS Link:<https://virtualcampus.drmgonline.in/users/login>

The students would get the following Learning Resources through LMS for everycourse /subject:

- E-Books (Self-Learning Material)
- Study Guide (PPT)
- Practice Test through LMS – Gamified Module
- Audio/Video Component in Learning Management System - Tutorials
- Reference Material – Web Resources for research purpose
- Simulated Case Study
- FAQ and Misconceptions for each course/subject
- Practice Self-Assessment Question (Essay Questions)
- Discussion Forums through LMS
- Live Interactive Synchronous Online Sessions would be conducted through the Learning Management System



EVALUATION CRITERIA:

Nature of questions will include different types such as structured essays (Long Answer Questions - LAQ for 50%), Short Answer Questions (SAQ for 30%), Brief Question type for 20% weightage in the University Question paper pattern:

- Section A (5 x 4 = 20) Marks, (Answer any 5 questions out of 6 questions)
- Section B (5 x 6 = 30) Marks, (Answer any 5 questions out of 7 questions)
- Section C (5 x 10 = 50) Marks (Answer any 5 questions out of 7 questions)

One main examination per semester will be conducted in an academic year (Two semesters per academic year). N+ 2 patterns is followed to clear arrear / passed out batch students.

INTERNAL ASSESSMENT:

Internal assessment shall be based on marks awarded in Midterm test (10%), Model Exams (10%), and Assignments (5%). It shall relate to different ways in which learners participate in learning process including assignments, written exams etc.

Learners must secure at least 40% marks of the total marks assigned for internal assessment in a particular subject in order to be eligible for appearing at the final University examination of that subject.

Internal assessment marks will carry weightage of 25% while awarding internal mark for students in all subjects.

External semester Exam will carry weight age of 75% while awarding external marks for students based on their performance in University Examination.

QUESTION PAPER DESIGN:

Design of question paper takes into consideration all levels of knowledge domain



e.g. Bloom's taxonomy of cognitive domain. Appropriate verbs are used for the questions at each level to assess higher levels of learning. Combination of various types of questions e.g. structured essays including Long Answer Questions (LAQ), Short Answer Questions (SAQ), and Brief Questions.

GRADING PATTERN:

Grading System for Choice Based Credit System (CBCS) – University adopts a ten point grading system. Conversion of credit(s) into grade(s) Grades and Grade Points

Grade Points	Letter Grade	Range of Marks
10	H	90-100
09	S	80-89
08	A	70-79
07	B	60-69
06	C	50-59
05	D	40-49
-	F	< 40
-	AB	Absent
-	RA	Re-Appear
	F*	Fail due to External Mark

F*, F, AB, RA – No Grade Points

Passing Minimum: External 40% and Internal + External 40% of the Maximum Marks

RELEVANCE OF THE PROGRAM WITH HEI'S MISSION AND GOALS:

Dr.MGR Educational and Research Institute, Deemed to be University has the vision to provide for contemporary knowledge delivery of goal standards, excellence in



knowledge creation in emerging areas and mutually rewarding university- societal interaction.

The University's objective is to provide appropriate training and education to the youth in order to develop them as technically qualified, practically competent, and talented human resources that can meet the needs and demands of modern industries, businesses, and research and development organizations.

The Master of Business Administration degree is meant to equip a student with a broad range of managerial skills while also developing expertise in a specific field of business studies, in keeping with the university's vision and goal. Management education is critical to the evolution of the business world. It is the most significant factor in achieving success in any industry.

REQUIREMENT OF THE LABORATORY SUPPORT AND LIBRARY RESOURCES:

The University Library is enriched with KNIMBUS platform, wherein the E-Resources are exhibited for the usage of the Faculty, Research Scholars and the Student Community.

KNIMBUS is an data search and collaboration platform that connects the researchers of various field particularly for Scientific, Technical and Medical stream. It enables them to create and share information with like minded researchers. It serves for the student community to get introduced to the knowledge world.

Features:

Single Search Window: Single factor get entry to all subscribed content and open sources custom – made for your Library which ensures your search to be effective, quick and simple.

**Top Results: **

On the foremost page, it shows the famous articles. It additionally permits users to browse famous search results through superior search options.



Bibliography:

All the search effects have whole bibliography including authors and booklet small print that can be exported as citations. This characteristic helps you store your precious time.

Research Profile:

Detailed profile facets work locations, education, experience, know how domain, interests, etc., helps get your work identified in the community.

Personalized Workspace:

Knimbus provides you with on-line folders to shop your searchers and links to published content. It additionally permits you to retailer your own documents.

COST ESTIMATE OF THE PROGRAMME AND THE PROVISIONS:

Programme fee will be displayed on official website of the University from time to time.

QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOME:

- The CIQA (Centre for Internal Quality Assurance) follows the Quality Assurance guidelines on learning materials in multimedia, curriculum and pedagogy, as specified by the commission and post its quality assurance mechanism in the website
- The CIQA also takes adequate measures for training and capacity building of its teaching and administrative staff and counsellors/co-ordinators/mentors at regular intervals
- It also ensures that the quality of programmes of study is maintained at par with the standards defined for the conventional mode of teaching



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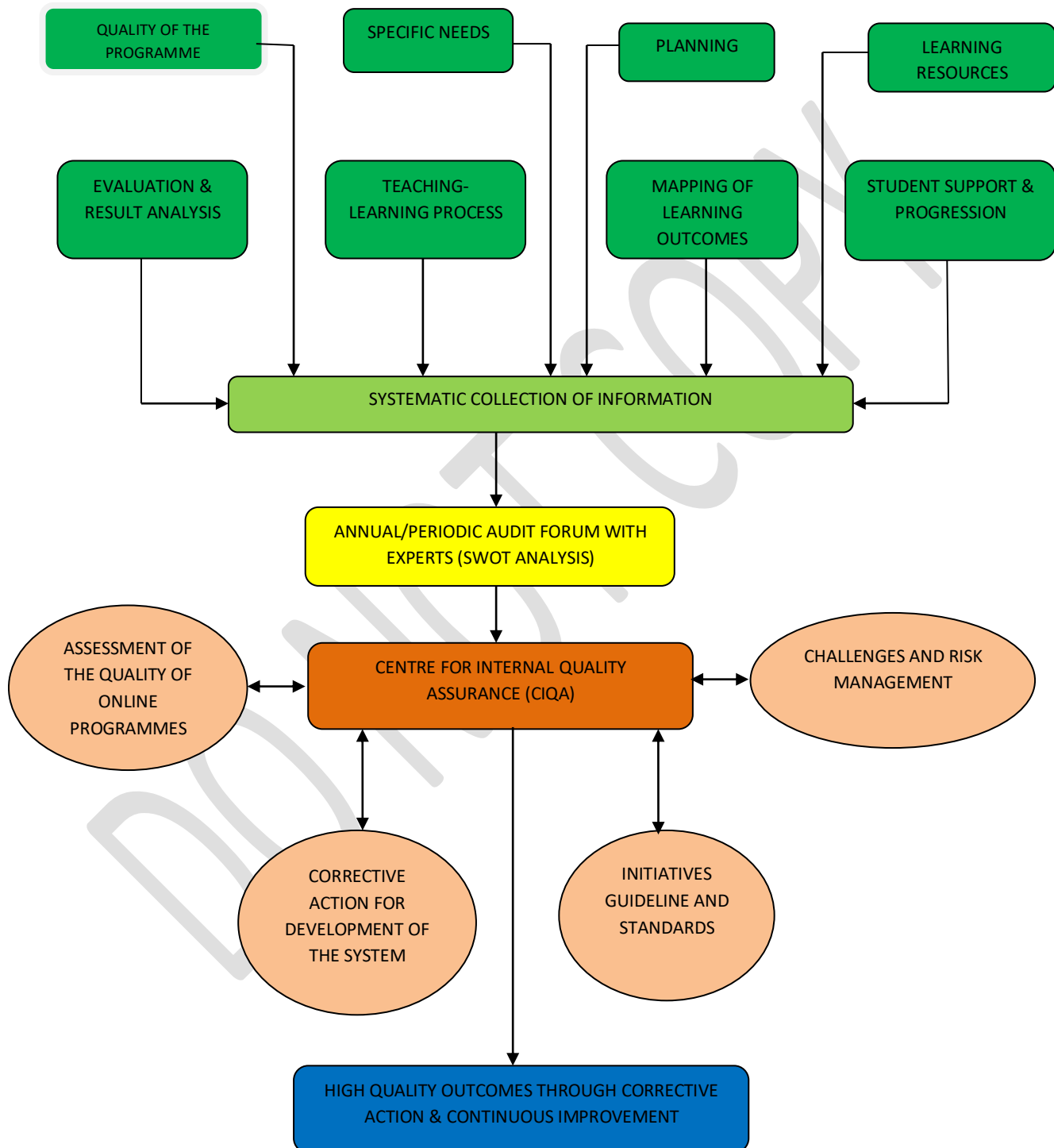
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- The CIQA needs to exhibit the copies of the approval letters duly obtained or received from the concerned statutory or regulatory authority or council to offer programmes under its domain on the website as well as against the name of each programme in the brochure or bulletin of the Institution and inform the same to UGC from time to time

DO NOT COPY



MECHANISM OF QUALITY ASSURANCE





EXPECTED OUTCOMES:

PO1: Disciplinary knowledge: Capable of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

PO2: Communication Skills: Ability to understand and express thoughts and ideas effectively in writing and orally; and present complex information in a clear and concise manner to different groups.

PO3: Critical and Reflective thinking: Capability to apply analytic thought to analyze and evaluate evidence, arguments, claims, beliefs on the basis of empirical evidence; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach. Critical sensibility, with self awareness and reflexivity of both self and society.

PO4: Research-related skills: Ability to recognize cause-and-effect relationships, define problems, formulate hypotheses, test hypotheses, analyze, interpret and draw conclusions from data, ability to plan, execute and report the results of an experiment or investigation.

PO5: Team work and Leadership qualities: Function effectively as an individual, and as a team member or leader in diverse teams, and in multidisciplinary environment.

PO6: Information/digital literacy: Capability to use ICT in a variety of learning situations, demonstrate ability to access, evaluate, and use a variety of relevant information sources; and use appropriate software for analysis of data and further presentation.

PO7: Multicultural competence and knowledge of heritage: Possess knowledge of the values and beliefs of multiple cultures to effectively engage globally in a multicultural society and interact respectfully with diverse groups. Ability to understand and propagate heritage values.



PO8: Moral and ethical awareness: Ability to embrace moral/ethical values in conducting one's life, formulate a position/argument about an ethical issue from multiple perspectives, and use ethical practices in all work. Appreciating environmental and sustainability issues; and adopting objective, unbiased and truthful actions in all aspects of work.

PO9: Lifelong learning: Ability to update knowledge and skills, participating in learning activities throughout life, through self-paced and self-directed learning aimed at personal development, meeting economic, social and cultural objectives.

MAPPING OF PEO AND PO:

PEOs	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9
PEO1	3	2	2	2	3	2	2	2	2
PEO2	3	2	3	3	3	1	2	1	3
PEO3	1	3	2	2	1	1	3	3	3
PEO4	3	1	2	2	1	3	2	2	3



PROGRAMME CURRICULUM

I SEMESTER

Course Code	Subjects	L	T	P	C
HBTA17001	Tamil I	3	0	0	3
HBHI17001	Hindi Paper I				
HBFR17001	French Paper I				
HBEN17001	Part II - English : Paper I	3	0	0	3
HBBA17001	Principles of Management	3	0	0	4
HBBA17002	Financial accounting	3	1	0	4
HBBA17A01	Allied Course I Business Economics-I	3	1	0	4
	TOTAL	15	2	0	18

II SEMESTER

Course Code	Subjects	L	T	P	C
HBTA17002	Tamil II	3	0	0	3
HBHI17002	Hindi II				
HBFR17002	French II				
HBEN17002	English	3	0	0	3
HBBA17003	Business Communication	3	1	0	4
HBMA17A04	Business Statistics	3	1	0	4
HBBA17A02	Allied Business Economics-II	3	1	0	4
	TOTAL	15	3	0	18



III SEMESTER

Course Code	Subjects	L	T	P	C
HBMG17G01	Entrepreneurship development	3	0	0	3
HBMG17001	Environmental Studies	3	0	0	3
HBBA17004	Business Law	4	0	0	4
HBBA17005	Marketing Management	4	0	0	4
HBMG17L01	Softs kills –I	1	0	2	2
HBBA17A03	Allied Course II Management Accounting – I	3	1	0	4
	TOTAL	19	0	2	20

IV SEMESTER

Course Code	Subjects	L	T	P	C
HBBA17006	Company Law	4	0	0	4
HBBA17007	Production Management	4	0	0	4
HBBA17008	Business Taxation	4	0	0	4
HBBA17009	Auditing	4	0	0	4
HBBA17A04	Allied Course II Management Accounting – II	3	1	0	4
HBMG17L02	Softskills – II	1	0	2	2
	TOTAL	21	0	2	22

V SEMESTER

Course Code	Subjects	L	T	P	C
HBBA17010	E-Commerce	4	0	0	4
HBBA17011	Strategic Management	4	0	0	4
HBBA17012	Financial Management	3	1	0	4



HBBA17013	Research Methodology	4	0	0	4
HBBA17L01	Computer Application for Business [Theory]	2	0	2	4
HBBA17L01	Computer Application for Business [Lab]	0	0	4	2
	TOTAL	20	2	4	22

VI SEMESTER

Course Code	Subjects				
		L	T	P	C
HBBA17014	Organization Behaviour	3	1	0	4
HBBA17015	Human Resources Management	4	0	0	4
HBBA17016	Financial Services	3	1	0	4
HBBA17017	Business environment	4	0	0	4
HBBA17018	Total Quality Management	4	0	0	4
HBBA17L02	Project (10)	0	0	20	10
	TOTAL	17	2	20	30

TOTAL CREDITS – 130