

Mewar University

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Program Project Report

“Bachelor of Business Administration” (BBA)



Program Project Report: “Bachelor of Business Administration” (BBA)

(a). Program’s Mission and Objectives:

The program’s mission is to impart , train and transform a student completely for high calibre competence through latest concepts and technology and equip the students as per the demands of the industry. The programme aims to achieve the following objectives:

- To provide adequate understanding about business dynamism among the students.
- To develop management skillsets necessary to harness the budding professionals to excel in this dynamic business world
- To adapt to ever evolving dynamism in modern business world with an entrepreneurial mindset.

(b). Relevance of the Program with HEI’s Mission and Goals:

Mewar University is a state private university set up by the Government of Rajasthan through Act. No. 4 of 2009, passed by the Rajasthan Assembly (Govt. of Rajasthan). The University is further approved by the UGC under section 2 (f) of the UGC Act 1956, with the right to confer degree under section 22(1) of the UGC Act vide letter No.F.9-15/2009 (CPP-I) dated 30th March 2009. The university has a vision "To create an Institution with a different perspective : Innovative research-driven academic programs; engaging & retaining outstanding faculty; providing world- class, yet affordable, education in various areas of study, and thus to develop highly qualified and globally competitive professional experts capable of understanding the challenges of rapidly changing world and contributing to the evolution of society based on human values and peaceful co-existence."

This is highly relevant to the HEI’s mission and goals as it aims to provide quality education to all those aspiring candidates who seek to grow as a professional.

(c). Nature of Prospective Target Group of Learners:

A Bachelor in Commerce program equips the student with the standard requirements of business. This program imparts fundamentals Accounting, Marketing, Planning, Monitoring, Operations, Finance, HR and sales of a business process. A BBA degree is the gateway for a student in the corporate world. The curriculum of BBA is designed in such a way that it helps the students to become not only more employable but also encourage them to become entrepreneurs. Primarily the target group of learners will be:

- Those deprived of admission in the regular mode due to limited intake capacity.
- Those employed in various organizations who desire to pursue higher education as a passion or as a means for movement up the promotional ladder.
- Drop outs primarily due to social, financial and economic compulsions as well as demographic reasons.

- Population of any age and those living in remote areas where higher education institutes are not easily accessible.

(d). Appropriateness of the Program for Acquiring Specific Skills and Competence-

The program being offered in distance mode of education, it would be of utmost value for students being transformed as a professional. The program would enhance and build the entrepreneurial skill sets with every learner. The program would equip every student to have ability for logical reasoning which is necessary for every professional in this dynamic business world.

Moreover, to keep the quality intact the curriculum and syllabus has been designed at par with the conventional mode keeping in mind the specific needs and acceptability of the learners in the distance mode and in keeping with the aims and objectives of the University.

(e). Instructional Delivery Mechanism:

Curriculum Design: The curriculum is designed by a committee comprising experts from the parent department of the Mewar University and industry experts, keeping in view the needs of the diverse groups of learners. The delivery will be compactly bonded with digital learning technologies for world class learning.

- i. **Curriculum Design:** The curriculum is designed by a committee comprising experts from the parent department of the Mewar University and Industry experts, keeping in view the needs of the diverse groups of learners.
- ii. **Detailed Syllabus:** As per the Under graduate course offered in the regular mode by Mewar University.
- iii. **Duration of the Program:** Minimum 3 years. Nevertheless, the students would have to complete the program as per UGC guidelines.
- iv. **Student Support Service:** Our library and additional obtainable amenities for education in distance mode shall be made available to BBA learners also. Further, in order to successfully execute the programme, a wide range of support services are provided to the Open and distance learners. The various support services are as follows:
 - (a) State of the Art Library :Our libraryand additional obtainable amenities for education in distance mode shall be made available to BBA learners also. Along with this, students will be provided with quality Self Learning Material (SLM) (Printed & Soft Copy).
 - (b) Learning Management System (L.M.S.) :: Mewar University has a dedicated dynamic LMS for students where they can get all the information regarding its study material, programmes, upcoming events, examination results etc.

- v. **Faculty** :1 Full – time Professor, 1 Associate Professor & 2 Assistant Professors.
- vi. **Media** : Print, Audio/Video, Online & Student Support System.
- vii. **Credits Mapping** :

Program Structure:

Semester 1

S. No	Course Code	Paper	Credit
1	DBBA-111	Principles of Management	4
2	DBBA-112	Financial Accounting	4
3	DBBA-113	Micro Economics	4
4	DBBA-114	Business Mathematics	4
5	DBBA-115	Basics of Financial Services	4
6	DBBA-116	Personality Development	4
7	DBBA-117	English Language & General Awareness I	4

Semester 2

S. No	Course Code	Paper	Credit
1	DBBA-121	Financial Management	4
2	DBBA-122	Business Statistics	4
3	DBBA-123	Human Resource Management	4
4	DBBA-124	Business Law	4
5	DBBA-125	Macro Economics	4
6	DBBA-126	Principles of Marketing	4
7	DBBA-127	Short-Term Industrial Training	4

Semester 3

S. No	Course Code	Paper	Credit
1	DBBA-231	Cost Accounting	4
2	DBBA-232	Organizational Behaviour	4
3	DBBA-233	Industrial Law	4
4	DBBA-234	Entrepreneurship Development	4
5	DBBA-235	English Language & General Awareness III	4
6	DBBA-236	Digital Marketing	4
7	DBBA-237	Introduction to Event Management and PR	4

Semester 4

S. No	Course Code	Paper	Credit
1	DBBA-241	Business Environment & Policy	4
2	DBBA-242	Indian Financial System	4
3	DBBA-243	Management Information System	4
4	DBBA-244	Corporate Accounting	4
5	DBBA-245	English Language & General Awareness IV	4
6	DBBA-246	Income Tax Laws & Practice	4
7	DBBA-247	Event Management Planning	4

Semester 5

S. No	Course Code	Paper	Credit
1	DBBA-361	Industrial Training / Project Report and Viva-Voce	4
2	DBBA-362	Information Technology & Its Implementation in Business	4
3	DBBA-363	Indian Ethos and Business Ethics	4

Semester 6

S. No	Course Code	Paper	Credit
1	DBBA-351	Research Methodology	4

2	DBBA-352	Operation Research	4
3	DBBA-353	Management of Small & Medium Enterprises	4
4	DBBA-354	Banking and Insurance	4
5	DBBA-355	English Language & General Awareness V	4
6	DBBA-356	Logistics & Supply Chain Management	4
7	DBBA-357	Event Risk Management	4

(f). Procedure for Admissions, Curriculum transaction and Evaluation:

Our counselors guide the students for admission process based on the eligibility norms.

Eligibility - The minimum eligibility for BBA program is 12th Std any stream or Poly Technic Diploma Holder

Course Fee Plan:

Lump Sum Fees

- Rs. 45,500/-

Installment Fees

- First Semester – Rs. 5500/-
- Second Semester – Rs. 5500/-
- Third Semester – Rs. 5500/-
- Fourth Semester – Rs. 5500/-
- Fifth Semester – Rs. 5500/-
- Sixth Semester – Rs. 5500/-

Examination Fee will be Rs. 2000/- per semester

One time Admission Fee will be Rs. 500/-

The curriculum is delivered through the Printed Self Learning Materials (SLMs) and Face to Face Counseling Session supported by audio-video aids through the contact hour classes conducted at the Headquarters, i.e. Mewar University Campus.

Evaluation System:

The examination has two components that is

- (a) Continuous Evaluation (Assignments) 30%
- (b) Term End Examination (University Examination) 70%.

Each student has to complete and submit 2 assignment in each of the theory paper before being eligible to appear for the term end examination.

Minimum qualifying marks in each paper is 40% individually in internal and term end examination.

The evaluation and assessment of the students enrolled to this program is conducted on the basis of their continuous assessment –assignments and performance in the term end examination.

(g). Requirement of Laboratory and Library Resources: Mewar University facilitates world class infrastructure to its students to provide extensive and exclusive support for maintaining necessary learning environment, used by students and faculty like :

The University has a well-stocked and fully computerized library, which serves as a catalyst in the learning process.

To ignite the intellectual spirit in young minds, a stock of about 50,000 latest books, large collection of video/audio CDs, industry and company information sources are made available to the students.

The University has course-wise departmental libraries and a central library to provide adequate support for complete academic pursuit.

Kept open and accessible 12 hours a day, the library includes a separate display section announcing new arrivals. The unique feature of the Mewar University library is its Electronic Media Library Division. It grants access to Indian and Global database related to programs and training materials, which are also made available in CD-ROMs. Major features of the library include:

- Study and Reference Books
- Large collection of National & International Journals
- Reading Halls for more than 200 Students
- Special Reading Room for Researchers and Teachers
- Computerised Library Management System
- Online Workstations connected with 10Mbps Internet Connectivity
- Audio-Visual Library Section
- Career Guidance Section
- Magazines and Periodicals Section
- A separate Reference Section is maintained for important and rare books.
- Easy operation through automated library procedures and Bar Code system
- Digital Library – to provide access to e-Journals, to download desired material

The campus has well equipped laboratories that have been aesthetically designed and arranged with modern equipment and infrastructure to completely cover the syllabus of each branch of study. The labs include Physics Lab., Chemistry Lab., Electrical Lab., Electronics Lab., Mechanical Lab., Communication Lab., Workshop, Computer Lab., Graphics Lab., Language Lab. etc. In all these labs, hands-on training is imparted to the students to keep pace with modern technology. The University possesses well-qualified and experienced technical staff with all resources to develop the technical skills of the students in all fields.

The campus has an array of computers distributed over different sections of academic block. The air-conditioned computer labs with pleasing ambience is spread over 850 square meters. The Computer center has high-end servers to cater to the needs of the networked environment.

(h). Cost Estimate of the Program & the Provision: The Estimate of Cost & Budget could be as follows (all figures on Annual basis) :

- i. Salaries : Rs. 30,00,000/- (Approx.)
- ii. Travel : Rs. 30,000/- (Approx.)
- iii. Seminars : Rs. 40,000/- (Approx.)
- iv. SLM Preparation, Printing, Distribution : Rs. 3,00,000/- (Approx.)
- v. Library : 1,25,000/- (Approx.)
- vi. Courier/Transportation : Rs. 50,000/- (Approx.)
- vii. Infrastructure : Rs. 1,50,000/- (Approx.)
- viii. Computer Labs & Leased Line : Rs. 1,00,000/- (Approx.)

(i). Quality Assurance Mechanism and Program Outcome:

The university has established an IQAC, which is responsible for assessing and monitoring the quality of the all the courses through monitoring, mentoring. The Quality Assurance Cell includes the Deans of the different Faculty, Nominated Heads of the concerned departments.

As an outcome of our courses students will be able to:

- Comprehend the industrial scenarios well
- Understand the business issues related to various industry verticals and provide logical solutions
- To make effective decisions without breaching any ethics
- Create and Implement tactical plans for the growth of business
- Help the company management in building business strategy