

**Programme Project Report (PPR)**  
**for Distance Learning Programme**  
**under School of Distance Education**

**Bachelor of Business Administration**  
**(BBA)**  
**2018-19**

**School of Distance Education**  
**University of Calicut**  
**Malappuram District**  
**Kerala 673635**

## **Introduction**

The University of Calicut is the largest University in Kerala. Established in the year 1968, it is the second university to be set up in Kerala. The University aims to nurture excellence in education and research in its catchment areas of Northern Kerala, historically consigned to the periphery of Kerala's academic map. The University lays its emphasis on fostering quality human resource and promoting productive research that benefit both local communities and wider humanity.

The University was created through a Government plan bifurcating Kerala University. As per the plan, the four post-graduate departments of the University of Kerala operating in Calicut were annexed to the new University along with fifty four constituent colleges spread across seven northern districts. With '**Nirmaya Karmana Sree**' as its motto, the University has been able to surmount all challenges and emerge as the largest residential cum affiliating University in Kerala. With 30 post graduate departments and 480 colleges it has become a beacon of hope and enlightenment for hundreds of thousands of young men and women in North Kerala.

The University campus, located at Tenhipalam, 24 km south of Calicut is the main hub of academic activities. Situated here besides the 28 postgraduate teaching and research departments are: the Vice-Chancellor's Office, the Administration Block, Pareeksha Bhavan, School of Distance Education, Academic Staff College, Educational and Multimedia Research Centre, Computer Centre, and the University Library. The departments on the campus include Arabic, Botany, Biotechnology, Centre for Women Studies, Chemistry, Commerce & Management Studies, Computer Science, Education, English, Hindi, History, West Asian Studies, Mass Communication & Journalism, Life Science, Library and Information Science, Life Long Learning & Extension, Malayalam and Kerala Studies, Mathematics, Nano Science & Technology, Philosophy, Physics, Physical Education, Psychology, Russian & Centre for Comparative Literature, Sanskrit, School of Folklore Studies, Statistics, and Zoology.

The School of Distance Education, formerly known as the 'Institute of Correspondence Courses and Continuing Education', University of Calicut, started functioning in the Academic year 1981-82. Now it is one of the major

Departments of the university and has also emerged as one of the major distance education providers. SDE is making all its effort to extend its support to '*reach the unreach*' and has been keen in providing facilities in distance mode for the benefit of the deprived sections of the society. It caters to the needs of thousands of students from various parts of the country. School of Distance Education, University of Calicut now runs 14 Under Graduate Programmes and 12 Post Graduate Programmes.

Bachelor of Business Administration (BBA) Programme fulfils the mission of School of Distance Education, University of Calicut i.e. to '*reach the unreach*' section of the society across territory of University of Calicut by providing educational opportunity at the learners' doorstep to get a bachelor degree in Business Administration. This programme is a judicious composition of both theoretical and practical courses throughout the academic years to prepare and strengthen the business professional in the field of business, entrepreneurship and administration. The main thrust of the programme is to prepare competent managers, entrepreneurs and business administrators.

The three years BBA distance mode programme is designed and developed in accordance with the 'BBA regular stream of University of Calicut' and 'DEB/UGC guidelines' for both working and fresh 10+2 certificate holders who wish to enhance their professional qualification to widen their job opportunities in the field of business both at national and international levels.

### **Programme's Mission & Objectives**

#### **Mission Statement of the Programme**

To inspire and To educate the people of Kerala to do business in a better way by providing them decent cognition of business administration.

#### **Objectives of the Programme**

The broad objective of the BBA Programme is to create professional managers, leaders and researchers in the field of Business Sectors. Specific objectives of the Programme are as follows:

1. To provide Higher Education to diverse section of society as an instruments of democratizing Education.

2. To help the learners, study at their own pace, and from their own chosen place.
3. To increase the Gross Enrolment Ratio of State and in-turn to Nation.
4. To provide the opportunity to employed person to improve their education Qualification.
5. To provide an opportunity to get a BBA degree to those who find it too difficult or even impossible to pursue regular BBA course at a University either due to their job commitments or certain other circumstances.
6. To get a thorough understanding of the components of Business Sectors and to acquire knowledge and information pertaining to various industries in the manufacturing and Service sectors.
7. To help students acquire practical skills in all the major arenas of various industries.
8. To equip students with managerial skills and help in entrepreneurial development.
9. To enhance the employability of students in accordance with the expectations of industries.

#### **Relevance of The Programme With HEI's Mission And Goals**

Each and every Business organisations require trained executives to take up their activities. The demand is on the rise, especially after liberalisation, privatisation and globalisation. But there exists a huge gap between the type and number of people required for organisations and their availability. A Degree Programme in Management at the bachelor degree level will help to cater the needs of Business Organisations. It would help students to build up their career in Managing business entities. The Bachelor of Business Administration Programme of SDE, University of Calicut has been designed to bridge the gap of availability of trained manpower required for Business Organisations.

#### **Nature of Prospective Target Group of Learners**

This Programme mainly aims at those who are working and are willing to obtain a Degree, which would enable them to pursue higher studies. Those

students who have passed the Plus Two Examination and are not able to take up full time courses can also benefit from this Programme.

Another target group is Entrepreneurs. They can acquire insights about the theoretical concepts underlying business activities.

### **Appropriateness of Programme to be Conducted in Open and Distance**

#### **Learning Mode to Acquire Specific Skills and Competence**

This Programme is designed in such a way that it can be conducted in the Open and Distance Learning mode to acquire specific skills and competencies. The Programme aims at inculcating Knowledge, Skills and Attitudes in the students. Empowerment of students in various functional areas of business is the learning outcome envisaged in this Programme. The learning outcomes include the development of knowledge and understanding appropriate to the area of business and reflect academic, professional and occupational standards required by the business sector. The learning outcomes incorporate generic transferable skills and competencies, which can be acquired during the period of doing this Programme. Most of the instructions are imparted through distance education methodology as per the requirement. University of Calicut follows a multimedia approach for instruction, which comprises:

1. *Self-Learning Material*: The printed study material for the programme is supplied to the learners. This programme has been offered after substantial revision in observance with the requirements of UGC and Madhava Menon Committee.
2. *Audio-Visual Material Aids*: The learning package contains audio and video CDs, which have been produced by University of Calicut for better clarification and enhancement of understanding of the course material given to the learners.
3. *Contact Classes*: Normally, Contact Class sessions are held every Sunday at the study centres.

#### **Instructional Design**

The Students of SDE are offered the same Courses of the regular colleges affiliated to University of Calicut i.e. Same syllabi, curriculum, and examinations.

The medium of instruction and examination for Bachelor of Business Administration (BBA) Programme shall be English. The total number of courses for the whole BBA programme is 30. It is divided in to four groups namely Common courses, Core courses, Complementary courses and Open courses

The Courses of study leading to the award of BBA shall comprise the following:

	Course	Title	Credits
<b>Semester I</b>	Common	BBIA01 Common English course I	4
	Common	BBIA02 Common English course II	3
	Common	BBIA07 Additional Language courses I	4
	Core	BBIB01 Management Concepts and Business Ethics	5
	Complementary	BBIC01 Managerial Economics	4
	Course	Title	Credits
<b>Semester II</b>	Common	BBIIA03 Common English course III	4
	Common	BBIIA04 Common English course IV	3
	Common	BBIIA08 Additional language course II	4
	Core	BBIIB02 Financial Accounting	5
	Complementary	BBIIC02 IT for Business & Management	4
	Course	Title	Credits
<b>Semester III</b>	Common	BBIIIA11 Basic numerical skills	4
	Common	BBIIIA12 General Informatics	4
	Core	BBIIIB03 Business regulatory frame work	4
	Core	BBIIIB04 Organizational Behaviour	4
	Complementary	BBIIIC03 Quantitative Techniques for Business	4
	Course	Title	Credits
<b>Semester IV</b>	Common	BBIVA13 Banking & Insurance	4
	Common	BBIVA14 Entrepreneurship Development	4
	Core	BBIVB05 Marketing Management	4
	Core	BBIVB06 Financial Management	4
	Complementary	BBIVC04 Management Science	4
	Course	Title	Credits
<b>Semester V</b>	Core	BBVB07 Accounting for management	4
	Core	BBVB08 Business Research methods	4
	Core	BBVB09 Emerging Trends in Management	4
	Core	BBVB10 Specialization I	4
	Core	BBVB11 Specialization II	4



	Open	BBVD01 Open Course ( For others)	2
<b>Semester VI</b>	<b>Course</b>	<b>Title</b>	<b>Credits</b>
	Core	BBVIB12 Operations Management	4
	Core	BBVIB13 Human Resource Management	4
	Core	BBVIB14 Specialization III	4
	Core	BBVIB15 Specialization IV	4
	Core	BBVIB16 Three weeks project and viva voce	4
		<b>Core courses in the area of Specialization:</b>	
		<b>A. Finance</b>	
		1. Indian Financial System	
		2. Investment Management	
		3. Income Tax	
		4. Working Capital Management	
		<b>B. Marketing</b>	
		1. Services Management	
		2. E-Commerce	
		3. Consumer behavior	
		4. Retail Management	
		<b>C. Human Resource management</b>	
		1. Human Resource Planning and Development	
		2. Performance Management	
		3. Industrial Relations	
		4. Management training and development	

#### Duration of the Programme

The duration of the BBA Programme of study is three academic years with six semesters. Total Credits for BBA Programme are 120 which means 3600 (ie 120\*30) hours of Learning.

#### Faculty requirements

The two Common Courses in English have to be taught by teachers with a Master's degree in English along with other qualifications prescribed by the University and UGC. One Common Courses in Additional Language have to be taught by teachers with a Master's degree in Concerned Language along with

other qualifications prescribed by the University and UGC. The core courses and Complementary have to be taught by teachers with MBA qualification and other qualifications prescribed by the University and UGC.

#### Support Staff Requirements

Support Staff i.e. Deputy Registrar, Assistant Registrar, Office Superintendent, Section Officer, Assistant are co-ordinating the activities of the SDE for the following activities with the assistance of other dedicated Professional Assistants, Web Developers, Software Developer, Clerical Assistants, Office Assistants and menials.

- ◆ To prepare the advertisement for inviting applications for calendar year / academic year admissions and hosting the advertisement in University web portal.
- ◆ To identify the examination centre for the conduct of Entrance Test.
- ◆ Allotment of candidates for the entrance examination.
- ◆ Processing the answer sheets of entrance examination.
- ◆ Publishing the Rank list cum Call letter to the candidates to attend counselling session for admission.
- ◆ Certificate Verification for admission to distance education programmes.
- ◆ Allotment of study centres to the candidates based on their choice.
- ◆ Intimation of schedule for contact classes.
- ◆ Disbursement of study centre charges to the Study Centres.
- ◆ Disbursement of honorarium to the experts.
- ◆ Distribution of SLMs/Study Materials.

#### Study Materials

The study materials prepared by the teachers and experts in the subject will be distributed to the students through the Contact Class Centres. The copies of the study materials will be made available in the website ([www.sdeuoc.ac.in](http://www.sdeuoc.ac.in)> Student Zone>Study Materials). The study materials will not be provided in Printed Form if the total enrolment for a programme is less than 50 students.



### Instructional Delivery Mechanism

The program comprise six semesters of which the five semesters contain course work and the last semester has course works in addition to a project work leading to the submission of a project report. The course work comprises the contact classes for each semester announced by the Head Quarters/Study Centre Coordinator and courses enrolled are offered by the faculty members approved. The contact classes will be usually held during the weekends, the Saturdays and Sundays. students are being offered at-least 10 percentage of total face to face teaching of regular stream as contact hours for each semester. The personal contact Programmes are being taken using audio visual aids, and students are encouraged to use web resources such as books, notes, videos etc. A student can choose Contact Class Centre at the time of Online Registration. The allotment of contact centres will depend on the number of students enrolled for each programme. If sufficient number of candidates are not enrolled for a programme, the nearest contact class centre will be allotted. No contact class will be provided if the enrolment for a programme is less than 20. The time table of contact classes will be sent to the students well in advance. The classes will be handled by teachers of the SDE, teachers of the colleges affiliated to the Universities in Kerala and by experts in the concerned field. Students will write an end semester examination for the theory at the end of each semester by the Controller of Examinations, University of Calicut. The project work will be done under the supervision of a Guide approved by the University

### Student Support Service Systems at SDE

School of Distance Education establishes Learner Support Centres for the students at different locations within the jurisdiction of the University to facilitate contact classes and practical sessions.

### Procedure for Admissions, Curriculum Transaction and Evaluation

The application form can be downloaded from the official university website [www.universityofcalicut.info](http://www.universityofcalicut.info). For access to online application, visit the home page of the website and click the concerned links. The prospectus and details of fee to be remitted at the time of admission can be had from the website.

Candidates who have passed (Eligible for Higher Studies) the HSE of the Kerala State Board of Higher Secondary Examination or any other examination recognized as equivalent thereto, with not less than 50% marks is eligible for admissions. A concession of 5% marks will be given to OBC/OEC candidates. The SC/ST candidates need only to get a pass. (U.O.No.GA1/J2/2907/2003)

The filled in registration form along with the following documents should reach the Director, School of Distance Education within the prescribed date mentioned in the admission notification:

1. Plus Two mark list or certificate recognized as equivalent there to (original).
2. Transfer certificate (original).
3. Chalan receipt towards tuition fee, Admission fee (original).
4. Chalan receipt of matriculation fee of 65/- and 15/- towards cost of application form for matriculation (All candidates except those who have passed Pre-Degree from Calicut University should submit application for matriculation).
5. Re-matriculation-If a student once studied in a college under Calicut University seeks admission again in this University after he had completed any course from institutions other than under Calicut University, he should submit original Chalan receipt of Re-matriculation fee of 125/- and 15/- paid towards cost of application for re-matriculation.
6. Self attested copy of the first page of S.S.L.C book.
7. Self attested 2 copies of Plus Two Mark list.
8. Original Community certificate (In the case of those who seek admission on the basis of relaxation in minimum marks eligible for O.B.C/O.E.C candidates).
9. Original Community certificate, Nativity certificate, Income certificate and two self attested copies of the each (For fee concession in the case of SC/ST or OEC candidates – within Kerala State).

10. If there is any mention about registration of an incomplete degree course in the T.C or Q.C, cancellation certificate of that registration should be produced.

11. Self addressed stamped 5 envelopes.

### Fees Structure

#### *Fee Structure for the BBA Programme Proposed for the Academic Session July 2018.*

<b>Sl. No.</b>	<b>Particulars</b>	<b>Amount in INR</b>
1	Registration Fee (Admission Fee)	1200
2	Course Fee (Tuition Fee) for First Year	3000
3	Matriculation Fee (For those who are enrolling in University of Calicut for first time)	100
4	Re-Matriculation Fee (For those who have migrated from in University of Calicut to Other Universities)	150
5	Recognition Fee (For those who have qualified from Boards/Universities of Other States)	100
6	Postage Charges (For those who have not availing the facility of Spot Admission)	50
7	Spot Admission Fee (For those who have availing the facility of Spot Admission)	50
8	Course Fee (Tuition Fee) for Second Year	3000
9	Course Fee (Tuition Fee) for Third Year	3000

Fees shown in above table is excluding Examination Fees

### Financial Assistance

Students belonging to SC/ST/OEC category will be admitted in the SDE without remitting the tuition fee at the time of admission only if they are not employed in Govt./Quasi Govt./Public sector services. But they have to remit all other special fee like Admission Fee, Matriculation Fee etc. Such students have to submit the duly filled in application for fee concession (available in the website [www.sdeuoc.ac.in](http://www.sdeuoc.ac.in)> Downloads) along with copy of SSLC, +2. Original Caste Certificate, Income Certificate issued by competent authorities and copy of

AADHAAR card at the time of admission. These students should submit an application for renewal of tuition fee in the 2nd and,3rd year in order to continue to. avail the fee concession. Visually Challenged candidates are also eligible for fee concession on production of Medical Certificate.

### Evaluation

The Duration of BBA courses shall be of 3 Years. The course is on Credit and Semester system, thus there shall be six semester Examinations. The University has a continuous system on assessment & evaluation of measurement of learning outcomes by students. The Learning is assessed by blend of project report submission, external examinations and internal Examinations. The Evaluation the programme will consist of two parts: a) Continuous Evaluation (CE) and, b) External Examination (EE). The CE and EE ratio shall be 1:4 i.e. a maximum of 20 marks for CE and a maximum of 80 marks for EE. Minimum 40% marks is required for the successful completion of BBA Programme, University of Calicut.

### Industrial Training Report

Students shall be required to undergo two to three weeks of practical training during the Fourth semester in any Business organization selected based on the guidelines provided by the University. They are required to submit a comprehensive report, as per the prescribed format, at the end fourth semester. The report will have an internal evaluation at the end of the semester.

### Academic Planner

*Academic Planner for the BBA Programme  
Proposed for the Academic Session July 2018.*

<b>Sl No</b>	<b>Activity</b>	<b>From</b>	<b>To</b>
1	Admission	1 <sup>st</sup> week of June 2018	Last week of June 2018
2	Distribution of I <sup>st</sup> Semester Study Materials	2 <sup>nd</sup> week of July 2018	2 <sup>nd</sup> week of August 2018
3	I <sup>st</sup> Semester Contact Classes	Last week of July 2018	Last week of October 2018

4	Commencement of I <sup>st</sup> Semester examination	Last week of January 2019	Last week of February 2019
5	Publication of results	Last week of June 2019	
6	Distribution of II <sup>nd</sup> Semester Study Materials	1 <sup>st</sup> week of March 2019	1 <sup>st</sup> week of April 2019
7	II <sup>nd</sup> Semester Contact Classes	Last week of March 2019	1 <sup>st</sup> week of May 2019
8	II <sup>nd</sup> Semester Examinations	1 <sup>st</sup> week of May 2019	Last week of May 2019
9	Publication of results	Last Week of September 2019	
10	Distribution of III <sup>rd</sup> Semester Study Materials	1 <sup>st</sup> week of June 2019	1 <sup>st</sup> week of July 2019
11	III <sup>rd</sup> Semester Contact Classes	Last week of June 2019	Last week of September 2019
12	III <sup>rd</sup> semester Examinations	Last week of November 2019	II <sup>nd</sup> week of December 2019
13	Publication of Results	II <sup>nd</sup> week of April 2020	
14	Distribution of IV <sup>th</sup> semester Study Materials	Last week of December 2019	Last week of January 2020
15	IV <sup>th</sup> Semester Contact Classes	I <sup>st</sup> week of January 2020	Last week of March 2020
16	IV <sup>th</sup> Semester Examinations	2 <sup>nd</sup> week of April 2020	I <sup>st</sup> week of May 2020
17	Publication of Results	Last week of August 2020	
18	Distribution of V <sup>th</sup> Semester Study materials	2 <sup>nd</sup> week of May 2020	2 <sup>nd</sup> week of June 2020
19	V <sup>th</sup> Semester Contact Classes	3 <sup>rd</sup> week of May 2020	Last week of September 2020
20	V <sup>th</sup> Semester Examinations	2 <sup>nd</sup> week of October 2020	2 <sup>nd</sup> week of November 2020
21	Publication of results	2 <sup>nd</sup> week of March 2021	
22	Distribution of VI <sup>th</sup> Semester Study Materials	3 <sup>rd</sup> week of November 2020	2 <sup>nd</sup> week of December 2020
23	VI <sup>th</sup> Semester Contact Classes	3 <sup>rd</sup> week of December 2020	Last week of February 2021
24	VI <sup>th</sup> Semester Examinations	2 <sup>nd</sup> week of March 2021	2 <sup>nd</sup> week of April 2021
25	Publication of results	I <sup>st</sup> week of July 2021	



### **Requirement of Laboratory Support And Library Resources**

Computer Lab is not mandatory for BBA Programme. SDE has its own library facility with a total of about 4024 books, 1165 titles, 144 reference titles. Further, all the students of the School of Distance Education can make use of the reference service of the Calicut University Central Library (C.H. Mohammed Koya Library) in the Campus. Graduates of the Calicut University are eligible to get membership of the Central Library. They can also make use of the Library at the University Study Centre located at P.T. Usha Road, Calicut.

The Calicut University Library, established in 1971 and later renamed after C.H.Mohammed Koya, (the former Minister for Education, Government of Kerala), is primarily concerned with the conservation and dissemination of knowledge to its users. It plays an important role in the provision of information to the academic community in the Malabar region. The library has a rich collection of Books, Journals, Maps, CDs, Theses, Dissertations etc. The collection includes 107948 books and about 2500 back volumes of journals. Library follows the Anglo American cataloguing Rules II (with slight modifications) for Cataloguing and Dewey Decimal Scheme of Classification for the classification of books. It has the distinction of being the first fully automated University Library in the state of Kerala.

The activities of the Library are comprehensively automated using open source library management software KOHA. OPAC, Journal Article Index, Bi-monthly Bibliography compilation and Literature Search Service are also available. The library is a member of the INFLIBNET Centre, Ahmedabad as well as & DELNET (Developing Library Network). As a member of these networks, the library provides access to the resources of other major libraries in the country. In addition to the access to UGC INFONET consortium, it has access to major online databases, such as EBSCO, ProQuest dissertations and theses, Oxford Scholarship Online, IEEE All Society Periodicals Package etc.

### **Cost Estimate of the Programme and the Provisions**

*Approximate Cost Estimate of BBA programme  
proposed to be offered from July 2018*


<b>Name of Programme</b>	<b>BBA</b>
Expected Enrolment	1000
Cost of SLM preparation including DTP Charges	362500
Printing & Distribution of SLM	1060500
Contact Classes	993488.18
Pay & Allowances Of staff At HQ	1381024.73
Miscellaneous Expenses	15151.52
Examination & Valuation	909090.91
<b>GRAND TOTAL OF EXPENSES</b>	<b>4721755.33</b>
<b>Expense Per Student</b>	<b>4721.76</b>

### **Quality assurance mechanism and expected programme outcomes**

The SDE has devised the following mechanism for monitoring the effectiveness of the BBA Programme to enhance its standards of curriculum, instructional design etc.

1. Established a monitoring Committee at the University level to develop and put in place a comprehensive and dynamic internal quality assurance system to enhance the quality of the Programmes offered through distance mode as per the norms and guidelines of the University Grants Commission (Open and Distance Learning) Regulations, 2017.
2. The SDE has an approved panel of experts for preparing SLM. The SLM prepared is being edited by the board of subject expert. The SLMs are developed with the approach of self explanatory, self-contained, self-directed, self-motivating and self-evaluating.
3. The SDE of the University has full time faculty members exclusively for coordinating the Programme and also has a panel of qualified guest teachers for counselling students and engaging in personal contact Programmes. The progress and the quality of the Programme will be monitored by the 'Centre for Internal Quality Assurance' (CIQA) of the School of Distance Education, University of Calicut from the outcome and feedback of the learners as well as the proper documentation maintained in the Centre.

  
**Vice-Chancellor**

  
**Director**  
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