THE NORTHCAP UNIVERSITY

MINUTES OF THE ACADEMIC COUNCIL STANDING COMMITTEE MEETING THE NORTHCAP UNIVERSITY HELD ON 23 SEPT. 2022 AT 2:30 PM IN THE CONFERENCE ROOM

THE NORTHCAP UNIVERSITY
SECTOR – 23A
GURUGRAM – 122017

MINUTES OF ACADEMIC COUNCIL STANDING COMMITTEE MEETING HELD ON 23 SEPT. 2022 (FRIDAY) AT 2:30 PM

The following members attended the Meeting of Academic Council Standing Committee on Friday, 23 Sept. 2022 at 2:30 PM in the University Conference Room, is as under: -

S. No.	Name	Designation	Representing
1.	Prof. Nupur Prakash	Chairman	Vice-Chancellor
2.	Prof. Prem Vrat	Member	Pro-Chancellor, Professor of Eminence and Chief Mentor
3.	Prof. Swaran Ahuja	Member	Academic Advisor
4.	Prof. Manoj K Gopaliya	Member	Dean Academics
5.	Prof. Anjali Garg	Member	Director - CDOE
6.	Prof. Nimit Gupta	Member	HOD-Management Studies
7.	Dr. Sona Vikas	Member	HOD-Com. & LS
8.	Prof. Rita Chikkara	Member	HOD-CSE
9.	Prof. Sharda Vashisth	Member	HOD-MDE
10.	Prof. Hukum Singh	Member	HOD-APS
11.	Prof. Archana Sharma	Member	HOD-SOL
12.	Dr. Divyabha Vashisth	Member	HOD-CLL
13.	Dr. Satnam Singh	Member	Special Invitee
14.	Col. Bikram Mohanty (Retd.)	Member Secretary	Registrar

MINUTES OF THE MEETING

WELCOME ADDRESS BY THE CHAIRMAN

Prof. Nupur Prakash, Vice Chancellor, The NorthCap University, chaired the Academic Council Standing Committee meeting to discuss the launch of ODL & OL programs to be offered by the Centre for Distance and Online Education (CDOE), NCU in AY 2023-24. She welcomed all the members to the meeting and briefed them about the setting up of CDOE as per University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020; with the objective to offer the Open and Distance Learning (ODL) and Online Learning (OL) programmes in the AY 2023-24 by the NorthCap University. Since NCU has secured grade A with a score of 3.02 on a 4-point scale in the second cycle of NAAC accreditation in August 2022 and is hence eligible to apply for ODL & OL programmes as per UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020; the meeting of standing committee was convened to discuss and accord approval of the competent authority.

The Member Secretary briefed the members about the agenda of the meeting and appraised all the members about the progress made till date by CDOE towards the launch of ODL & OL programs. The following agenda items were discussed and deliberated upon

ITEM No 1: PRESENTATION ON READINESS FOR APPLYING TO DEB, UGC FOR GETTING APPROVAL FOR THE LAUNCH OF ODL & OL PROGRAMS.

(Prof. Anjali Garg, Director CDOE)

Prof. Anjali Garg was appointed as the full time Director of CDOE (Centre for Distance and Online Education, NCU) on 3rd Sept 2022. She presented the status on the progress made by CDOE in the preparation for ODL & OL Programmes to be launched wef AY 2023-24. The UGC-DEB portal will be active in the month of the March 2023 (tentative) for registration and uploading information. Prof. Anjali Garg presented the overview of the data requirements which need to be uploaded and readiness of the CDOE for applying for the ODL & OL programmes.

She explained the difference between the Open and Distance Learning (ODL) and Online Learning (OL) modes and major requirements to run programmes under these modes. The benefits of the programmes in ODL and OL modes will complement the NEP 2020 major foundational pillars of Access, Equity, Quality, Affordability and Accountability. The ODL and OL programmes will spread teaching learning horizons to a wider reach at affordable cost, thus making education a Sustainable Development Goal which aims to transform India into a vibrant knowledge society and global knowledge superpower. The wider reach of such programmes will help in the visibility of the Institution among students living in different parts of the country.

The programs launched in ODL & OL mode will improve the Gross Enrolment Ratio of our country and include learners located in remote areas, as well as for working professionals and other individuals aspiring to upgrade their qualifications.

Member secretary, and Director CDOE presented the following criteria and documents before the academic council for deliberations and approval for starting the ODL & OL programmes in the AY 2023-24:

1. **ESTABLISHMENT OF CENTRE FOR INTERNAL QUALITY ASSURANCE (CIQA):**

   (By Member Secretary)

   The Centre for Internal Quality Assurance (CIQA) was established on **23rd August 2022** as per Annexure I of the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020. The CIQA Committee was established on 23rd August 2022 and its first meeting was held on **29th August 2022 in the conference room**. The CIQA was constituted as per **Clause IV, Annexure I** of UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020. The **establishment of CIQA is duly approved by Academic Council**. The CIQA minutes of meeting are attached in **ANNEXURE-I**.

2. **APPROVAL FOR ESTABLISHMENT OF CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE):**

   (By Member Secretary)

   On the recommendations of CIQA, the Centre for Distance and Online Education (CDOE) that proposes to offer programmes in Open and Distance Learning mode and Online mode has been established on **3rd Sept. 2022**. The CDOE shall function from a dedicated space measuring minimum of 15,000 sq. ft area comprising of Academic, Administrative, Examination, Library and Counselling centre for ODL & OL students. The details are mentioned under **Clause IV, Annexure IV of** UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020. The establishment of **CDOE is approved by the Academic Council**.

3. **APPROVAL OF VISION AND MISSION OF CDOE:**

   The Director CDOE presented the Vision and Mission for the Centre for Distance and Online Education (CDOE) which are in line with the NEP 2020, UGC-DEB and aligned with The NorthCap University Vision and Mission. The Vision and Mission for CDOE is hereby **approved by the Academic Council** and is placed at **ANNEXURE-II**.

4. **CREATION OF DEPARTMENT OF BUSINESS STUDIES:**

   The NorthCap University achieved the NAAC 'A' Grade with 3.02 score against the minimum requirement of 3.01 for offering programmes in ODL and OL modes. NCU shall be eligible to offer only those degree programmes at undergraduate and postgraduate levels which it has already been offering in

conventional mode of classroom teaching and from which at least one batch has passed out. Academic council approves starting two undergraduate programmes -BBA (3 years) and B.Com. (3 years) in Open and Distance Learning (ODL) mode and Online Learning (OL) mode under the Department of Business studies in CDOE. **The creation of Dept. of Business Studies under CDOE is approved by the Academic Council.**

5. CREDIT FRAMEWORK AND TEACHING SCHEME FOR BBA AND B.COM PROGRAMMES:

The schemes and credit framework semester-wise were presented; wherein every semester will be of 20 credits and total BBA/B.Com programme will be of three year duration consisting of six semesters and with total of 120 credits. The Board of Studies (BoS) minutes presenting the credit framework and scheme are **approved by Academic Council** and placed at **ANNEXURE-IIIA.**

6. APPROVAL OF ACADEMIC YEAR PLANNER (PROGRAMME UNDER SEMESTER SYSTEM)

The proposed programmes of BBA and B.Com will be offered by the Department of Business Studies under semester system. The Director CDOE presented the Academic Year Planner for the proposed programmes to be offered in ODL & OL modes and is **duly approved by the Academic Council.** The Academic year planner is presented below:

NAME OF THE ACTIVITY	FROM (MONTH)	TO (MONTH)	FROM (MONTH)	TO (MONTH)
	ODD SEMESTER		EVEN SEMESTER	
Admission	Jun	Aug	Dec	Feb
Distribution of SLM	Jul	Aug	Jan	Feb
Contact Programmes (counselling, Practicals, etc.)	Sep	Nov	Mar	May
Assignment Submission (if any)	Sep	Nov	Mar	May
Evaluation of Assignment	Sep	Dec	Mar	Jun
Examination	Dec	Dec	Jun	Jun
Declaration of Result	Jan	Feb	Jul	Aug
Re–registration	Dec	Feb	Jun	Aug

7. APPROVAL OF FEE FOR ODL AND OL PROGRAMMES

The fee structure for the programmes to be offered in ODL and OL modes was presented and discussed as per the UGC guidelines. The proposed programme fee for BBA and B.Com (ODL & OL) is **Rs 50,000 per** annum and total programme fee is **Rs 1,50,000/-**. This fee takes into account the manpower cost (faculty and non-teaching), cost of study material, laboratory facilities, examination and evaluation costs, books and periodicals, postage and other overheads. This is **duly approved by the Academic Council committee.**

8. HIGHLIGHTS OF PROGRAMME SCHEME FOR ODL AND OL MODES:

The major highlights of the schemes of BBA and B.COM are presented below:

- There are 6-7 courses per semester, including 1 MOOC course, I GP/CS (GP- General Proficiency and CS- Community Services) course and 4-5 Core courses in the discipline of business studies
- The 80% Courses are developed inhouse by NCU and 20% courses will be offered from MOOC platforms (SWAYAM, NPTEL, COURSERA, etc.)

The above-mentioned points are duly **approved by the Academic Council.**

ITEM No 2: PROGRAMME PROJECT REPORTS, SCHEMES, SYLLABUS CREDIT FRAMEWORK AND COURSE TEMPLATES

The schemes of BBA (3 years) and B.Com. (3 years) programmes proposed by the Dept. of Business studies, CDOE, NCU in Open and Distance Learning (ODL) mode and Online Learning (OL) mode was placed before the academic council for approval. After due deliberations the **academic council approved the teaching schemes with credit framework (20 credit/semester, 6 semesters and 120 credit for the 3-year undergraduate programme).**

The Programme Project Reports (PPR) of BBA and B.COM with all the details such as scheme, course templates, Programme Outcomes (PO's), Course Learning Outcomes, evaluation criteria, examination and evaluation pattern, passing criteria, etc. were presented in the **Academic Council Meeting and are duly approved.** The PPR of BBA and B.COM are attached in the **ANNEXURE III.**

ITEM NO 3: ANY OTHER RELATED AGENDA WITH THE PERMISSION OF THE CHAIR.

The Academic Council advised the Director, CDOE to comply with all the statutory requirements laid down in the UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020; and start the process for preparing and creating SLM, assignments, PPT's, Video Lectures and Assessment modules using in-house resources.

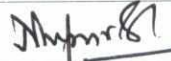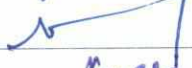The meeting ended with the vote of thanks to the chair.
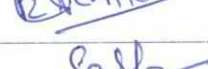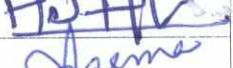
Col. Bikram Mohanty (Retd.)

Registrar (Member Secretary)

Academic Council, NCU

THE ACADEMIC COUNCIL STANDING COMMITTEE MEETING AT THE NORTHCAP UNIVERSITY ON 23 SEPT. 2022 AT 2:30 PM IN CONFERENCE ROOM

ATTENDANCE SHEET

S. No.	Name	Representing	Signature
1.	Prof. Nupur Prakash	Vice-Chancellor	
2.	Prof. Prem Vrat	Pro-Chancellor, Professor of Eminence and Chief Mentor	
3.	Prof. Swaran Ahuja	Advisor (Academic Affairs)	
4.	Prof. Manoj K Gopaliya	Dean (Academic Affairs)	
5.	Prof. Anjali Garg	Director - CDOE	
6.	Prof. Nimit Gupta	HOD-Management Studies	
7.	Dr. Sona Vikas	HOD-Com. & LS	
8.	Prof. Rita Chikkara	HOD-CSE	
9.	Prof. Sharda Vashisth	HOD-MDE	
10.	Prof. Hukum Singh	HOD-APS	
11.	Prof. Archana Sharma	HOD-SOL	
12.	Dr. Divyabha Vashisth	HOD-CLL	
13.	Dr. Satnam Singh	Special Invitee	
14.	Col. Bikram Mohanty (Retd.)	Registrar (Member Secretary)	

FORM NO. NCU/FRM/UNIV/006

THE NORTHCAP UNIVERSITY	REVIEW DATE:
Ist Meeting of Centre for Internal Quality Assurance (CIQA): Minutes of Meeting	Page 1 of 5

From: Member Secretary-CIQA

To: **All Concerned Members of CIQA**

CC: Hon'ble GB, Secretarial, Pro-Chancellor's Office, VC Office

Date: 29 August 2022

CIQA/MOM/Aug/2022/01

The **1st meeting** of **Centre for Internal Quality Assurance (CIQA)** committee was held in the **conference room** of The NorthCap University on **29 August 2022** (Monday) at **2:30 P.M**.

The main agenda points of the 1st CIQA meeting were:

Item No.1: **CONSTITUTION OF THE CIQA CELL**

The CIQA was constituted under the Chairmanship of Vice Chancellor of The NorthCap University as per **Clause IV, Annexure I** of **University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020** on **23 August 2022**.

The following members attended the meeting:

1) Prof. (Dr.) Nupur Prakash (Vice- Chancellor)	Chairperson, Head of Institution
2) Prof. Swaran Ahuja (Academic Advisor)	Sr. Teacher Representative, Member
3) Prof. Manoj Kumar Gopaliya (Dean Academics)	Sr. Teacher Representative, Member
4) Prof. Nimit Gupta (HOD-Management Studies)	Member & HoD of ODL & OL Programme
5) Dr. Sona Vikas (HOD-Com. & LS)	Member & HoD of ODL & OL Programme
6) Prof. Rekha Vig (Dy. Dean IQAC)	Sr. Teacher Representative, Member
7) Prof. Hukum Singh (HOD APS)	Member
8) Prof. Anjali Garg (Dy. Dean Examination)	Special Invitee
9) Prof. S. R. Mussana, Director (IMT, CDL, Ghaziabad, UP)	External Expert
10) Prof. Subodh Kesharwani (Director, ODL IGNOU, New Delhi)	External Expert
11) Dr. S. Rama Devi Pani, Editor (University News) AIU (New Delhi-110002)	External Expert
12) Kirti Singhal, CF & AO	Administration and Finance Representative
13) Dr. Satnam Singh- Assoc. Prof. (ME)	Special Invitee
14) Registrar	Member Secretary

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Item No.2: **PROPOSAL FOR ESTABLISHMENT OF CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE) (Member Secretary)** - All members of CIQA presented their views for establishing a Centre for Distance and Online Education (CDOE) that will offer programmes in Open and Distance Learning (ODL) and Online Learning (OL) mode. The proposed CDOE will require a dedicated infrastructure and space measuring minimum of 15,000 sq. ft area comprising of Academic, Administrative, Examination, Library and Counselling centre for ODL & OL students. The details are mentioned under **Clause IV, Annexure IV** of UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

Item No.3: **IDENTIFICATION OF PROGRAMMES RUNNING IN THE UNIVERSITY IN CONVENTIONAL MODE THAT CAN BE STARTED IN ODL/OL MODE FROM THE ACADEMIC SESSION 2023-24 -** HOD's of SOM & LS proposed establishing a **"Department of Business Studies"** under CDOE to offer BBA and B.Com programmes in ODL & OL mode.

Item No.4: **APPRISING THE MEMBERS ON PROCEDURE FOR SEEKING APPROVAL FROM UGC-DEB FOR STARTING THE ODL/OL PROGRAMME FROM THE ACADEMIC SESSION 2023-24 ALONG WITH THE TIMELINES (Member secretary)** – The member secretary presented the procedure for seeking approval from UGC-DEB for starting the ODL & OL programmes from the academic session 2023-24 along with the timelines.

1. **Prof. Nupur Prakash (Vice Chancellor), Chairperson CIQA** welcomed all the members and special invitees for the Ist CIQA meeting. All the members introduced themselves before proceeding to the agenda. The chairperson briefed the external members about The NorthCap University, its various schools and programmes run by the university.

2. **The Registrar – (Member Secretary)** briefed the members about the agenda of the meeting and presented the constitution of CIQA committee. The functioning of the Centre for Internal Quality Assurance was elaborated in a detailed manner including the term of appointment (two years from the date of constitution of committee), objectives, meeting frequency, and roles and responsibilities of various members. The detailed agenda as per UGC-DEB regulations was presented.

3. The **member secretary** proposed the layout of the **Centre for Distance and Online Education (CDOE)** as available in NCU for starting the CDOE. A minimum dedicated space of 15000 sq. ft. has been earmarked for the CDOE. The centre should have Academic, Administrative, Examination, Library and Counselling units for ODL & OL enrolled students. It shall be headed by a full-time Director, being a senior academician not below the rank of an Associate Professor, preferably from the field of Open and Distance Learning and/or online education, who shall be supported by adequate number of academic and other staff. **Prof. S. R. Mussana** brought out that the CDOE centre should have 10-15 seating capacity for student-faculty interactions, SLM preparation and stocking area, hall/place for orientation sessions etc. **Prof. Subodh Kesharwani** suggested a seamless integration of the available

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existing facilities for CDOE such as examination centre and IT facilities and servers. CDOE also needs to have a library, reading rooms, studio for creating OL resources and the classrooms need to be equipped with requisite items that are required for mass briefings and discussion forums. He provided the insights on the quality of the SLM (Self Learning Material), ELM (E-Learning Material); and the recorded videos to be developed in-house for ODL and OL programmes. **Prof. Mussana** also highlighted that Learners Support Centre is not required for private Universities.

4. **The CIQA** discussed various programmes such as BBA and B.Com, that are running in the university in **conventional mode,** and can be offered in the **ODL & OL mode** from the academic session 2023-24. The USP of the ODL/OL programmes were highlighted and external experts recommended the use of CBCS (Choice Based Credit System) to be followed for more flexibility. Further, University has to develop minimum of 60% of SLM inhouse and can use /offer 40% of the courses from other HEI/MOOC platforms/OER (Open Educational Resources). It was brought out that the ODL & OL programmes Self Learning Material should have clearly stated objectives, intended learning outcomes, study guidance and advice for the learners as how to optimally use the study material. The external experts stated that the SLM may contain OER links for text, video or animated videos reference material to enhance the learning experience with mapped Learning Outcomes.

The structure for different credit courses was discussed, indicating that a 4-credit course will include 20 topics, 20 PPT's and 20 videos which is in line with UGC-DEB guidelines for OL programme.

5. The members deliberated on the procedures for seeking approval from UGC-DEB for starting the ODL & OL programme from the academic session 2023-24. **The following documents are to be prepared and reviewed by internal QAC.**

    I.   Program Project Report (PPR) for each program.

    II.   Self-Learning Material (SLM).

    III.   The content for First two years and minimum of 60% of syllabi to be prepared by inhouse faculty.

    IV.   The quality audit and plagiarism check to be conducted for the developed SLM's and ELM's.

    V.   Approval pf PPR and SLM course structure to be obtained in BOS and Academic Council Meeting.

A 4-quadrant approach to be followed as per UGC Regulation on OL **(Refer Annexure VI, clause B of UGC-DEB Guidelines)**.

6. Evaluations and Staffing Norms:

       ➢ **Examinations and Evaluations:** The Higher Educational Institution shall adopt the guidelines issued by the Commission for the conduct of examinations for OL/ODL courses. The HEI to ensure well defined mechanism for evaluations of

enrolled learners. The evaluation shall include two types of assessments; (i) continuous or formative assessment; and (ii) summative assessment in the form of end semester examination or term end examination. For ODL mode, the learner has to maintain attendance of 75% and detailed attendance records would be maintained by HEI. The HEI shall notify all assessment tools to be used for formative and summative assessments. Marks or grades obtained in continuous assessment and end semester examinations or term end examinations shall be shown separately in the grade card. **(Refer Part IV, Para 15, Clause A and B of UGC-DEB Guidelines)**

➤ **Technical Team/Staffing Norms:** NCU is a dual mode Higher Education Institution intending to offer Programmes in Open and Distance Learning and Online Learning mode. It has to establish a Centre for Distance and Online Education (CDOE) and appoint a full time Director. The Centre shall maintain and administer, in collaboration with the technology support Unit of Higher Educational Institution, the centralised Data Base of all the Open and Distance Learning and/or Online Programmes. The involvement of permanent and/or full-time dedicated faculty for CDOE to offer the ODL and Online programme(s) shall be in the following capacities:

1. Programme Coordinator (One per Programme): A full-time Faculty at the level of Professor or Associate Professor or Assistant Professor in the subject area of the concerned Programme.
2. Course Coordinator (One per Course): An Online Programme would have many courses in each semester. In such a case, one full-time dedicated Faculty at the level of Professor or Associate Professor or Assistant Professor in the subject area of the concerned Course.
3. Course Mentor (One per batch of 250 learners): Course Mentor shall assist the Programme/Course Coordinator in providing academic support to learners and also in managing virtual teacher-learner interaction groups.
4. Examiners: The Higher Educational Institution shall appoint examiners for the assessment of the online learners in a Course from among the qualified faculty from within the Institution or from other Institutions and they shall be paid appropriate honorarium as per norms of the Higher Educational Institution.

➤ **Academic staff strength** - At least two faculty members (full-time dedicated) per Open and Distance Learning Programme at Professor/Associate Professor/Assistant Professor level:
Provided that in case of Undergraduate and Post Graduate programmes in same discipline, instead of 4 faculty members, 3 faculty members shall be required.

➤ **Administrative staff strength** at Head Quarters or Main Campus (up to 5,000 students): shall be appointed as per guidelines mentioned in **Annexure IV, Para**

III, clause 3 of UGC (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020.

Meeting ended with the vote of thanks to the chair.
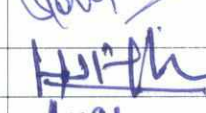
Col. Bikram Mohanty (Retd.)

Registrar (Member Secretary)

I[st] Meeting of Centre for Internal Quality Assurance (CIQA) held on 29 August 2022 at 2:30 PM in Conference Room

Attendance Sheet

S. No.	Name	Representing	Signature
1.	Prof. Nupur Prakash (Vice - Chancellor)	Chairperson, Head of Institution	
2.	Prof. Swaran Ahuja Advisor (Academic Affairs)	Sr. Teacher Representative, Member	
3.	Prof. Manoj K Gopaliya Dean (Academic Affairs)	Sr. Teacher Representative, Member	
4.	Prof. Rekha Vig (Dy. Dean, IQAC)	Sr. Teacher Representative, Member	
5.	Prof. Nimit Gupta (HoD-Management Studies)	Member & HoD of studies offering programme in ODL & OL	
6.	Dr. Sona Vikas (HoD-Com. & LS)	Member & HoD of studies offering programme in ODL & OL	
7.	Prof. Hukum Singh (HoD, APS)	Member	
8.	Prof. Anjali Garg	Special Invitee	
9.	Prof. S. R. Mussana, Director (IMT, CDL, Ghaziabad, UP)	External Expert	Attended Online
10.	Prof. Subodh Kesharwani (Director, ODL IGNOU, New Delhi)	External Expert	Attended Online
11.	Dr. S. Rama Devi Pani, Editor (University News), AIU (New Delhi-110002)	External Expert	Absent
12.	Ms. Kirti Singhal, CF & AO	Administration and Finance Representative	
13.	Dr. Satnam Singh- Assoc. Prof. (ME)	Special Invitee	
14.	Col. Bikram Mohanty (Retd.) Registrar	Member Secretary, CIQA	

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Vision and Mission of Centre of Distance and Online Education

Vision:

To provide quality, affordable and socially relevant education across all sections of society beyond geographical boundaries through online, open and distance learning with a learner centric approach, thereby providing lifelong learning opportunities to all.

Mission:

1. To improve access to higher education across geographical boundaries
2. To increase gross enrolment ratio of our Country
3. To provide opportunities for lifelong learning
4. To reach the unreached population of the Country in underserved remote areas for providing digital education
5. To provide equity and access to affordable education

Prof. Anjali Garg,

(Director CDOE)

NCU-FRM-37

	CONSTITUTION OF BOARD OF STUDIES FOR ONLINE AND DISTANCE LEARNING PROGRAMS AT THE SCHOOL OF MANAGEMENT & LIBERAL STUDIES	Review Date:
NCU THE NORTHCAP UNIVERSITY		**Sheet 1 of 1**

From: School of Management and Liberal Studies	To: Vice-Chancellor
Date: September 9, 2022	CC: Registrar, Director-CDOE

CONSTITUTION OF BOARD OF STUDIES COMMITTEE FOR OFFERING ONLINE AND DISTANCE LEARNING PROGRAMS AS PART OF THE CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE), THE NORTHCAP UNIVERSITY GURUGRAM

A Board of Studies Committee is being constituted for approving the new BBA & BCom programmes to be launched under CDOE with effect from Academic Year 2023-2024. Following members are approved to form the BOS specifically for the Centre for Distance and Online Education -

S. N.	Name	Designation	Role
1	Dr. Nimit Gupta	Professor, HOD – Management, SOM&LS	Chairperson
2	Dr. Sona Vikas	Associate Professor, HOD – Commerce & Liberal Studies, SOM&LS	Member
3	Dr. Shilpa Sindhu	Associate Professor, SOM&LS	Member
4	Dr. Preeti Chawla	Associate Professor, SOM&LS	Member
5	Dr. Deergha Sharma	Associate Professor, SOM&LS	Member
6	Dr. M.S. Turan	Professor - Management & Former Dean - Academic Affairs, Gurugram University, Gurugram	External Expert
7	Dr. Meenakshi Handa	Professor – Management, University School of Management Studies, GGSIPU, Delhi	External Expert

The BOS will have a tenure of three years from the date of issue.

Proposed by

Dr Sona Vikas   **Dr Nimit Gupta**
HODs, SOM&LS

Approved by

To be placed in Academic Council for deliberations and approval.

Hon'ble VC, The NorthCap University Gurugram

Annexure IIIA

	MINUTES OF THE MEETING OF BOARD OF STUDIES FOR ONLINE AND DISTANCE LEARNING PROGRAMS AT THE SCHOOL OF MANAGEMENT & LIBERAL STUDIES	Review Date:
NCU THE NORTHCAP UNIVERSITY		Sheet 1 of 3

From: School of Management and Liberal Studies
Date: 16th Sep, 2022

To: Vice-Chancellor
CC: Registrar, Director-CDOE

MINUTES OF THE MEETING OF BOARD OF STUDIES COMMITTEE FOR OFFERING ONLINE AND DISTANCE LEARNING PROGRAMS BY THE SCHOOL OF MANAGEMENT & LIBERAL STUDIES AS PART OF THE CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE), THE NORTHCAP UNIVERSITY GURUGRAM

Agenda Points-
- To approve the Project Proposal Report for BBA & B.Com programmes under the online and open & distance learning mode.
- To approve the credit framework, teaching scheme, syllabi and curriculum evaluation for BBA & BCom programmes under the online and open & distance learning mode.

Meeting Date: 13th September, 2022
The first meeting of the Board of Studies Committee was held on 13th September, 2022 in the virtual mode. Two new programmes - BBA & BCom are proposed to be launched under CDOE with effect from Academic Year 2023-2024.

Following members attended the BOS -

S. N.	Name	Designation	Role
1	Dr. Nimit Gupta	Professor, HOD – Management, SOM&LS	Chairperson
2	Dr. Sona Vikas	Associate Professor, HOD – Commerce & Liberal Studies, SOM&LS	Member
3	Dr. Shilpa Sindhu	Associate Professor, SOM&LS	Member
4	Dr. Preeti Chawla	Associate Professor, SOM&LS	Member
5	Dr. Deergha Sharma	Associate Professor, SOM&LS	Member
6	Dr Ashima Saxena	Assistant Professor, SOM&LS	Invitee
7	Dr Minakshi Sehrawat	Assistant Professor, SOM&LS	Invitee
8	Dr Kanchan Yadav	Assistant Professor, SOM&LS	Invitee
9	Dr. M.S. Turan	Professor - Management & Former Dean - Academic Affairs, Gurugram University, Gurugram	External Expert
10	Dr. Meenakshi Handa	Professor – Management, University School of Management Studies, GGSIPU, Delhi	External Expert

NCU-FRM-37

	MINUTES OF THE MEETING OF BOARD OF STUDIES FOR ONLINE AND DISTANCE LEARNING PROGRAMS AT THE SCHOOL OF MANAGEMENT & LIBERAL STUDIES	Review Date:
NCU THE NORTHCAP UNIVERSITY		Sheet 2 of 3

From: School of Management and Liberal Studies
Date: 16ᵗʰ Sep, 2022
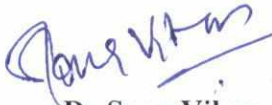
To: Vice-Chancellor
CC: Registrar, Director-CDOE

Minutes of the Meeting

The meeting commenced with the introduction of all the members. Dr Preeti Chawla gave an overview and background of the Centre for Distance and Online Education at The NorthCap University, and the offering proposed in the first year by the University.

Item No. 1 Presentation of BBA Program PPR - credit framework, teaching scheme, syllabi and curriculum evaluation

The BBA program was presented by Dr Nimit Gupta, HOD- Management.

Item No. 2 Presentation of BCom Program PPR - credit framework, teaching scheme, syllabi and curriculum evaluation

The BCOM program was presented by Dr Sona Vikas, HOD-Commerce & Liberal Studies.

The following suggestions have been made by the Committee members-

a. Complete and detailed guidelines are required for General Proficiency, Community Service, Major Project in both BBA & BCom. The evaluation criteria needs to be very carefully designed. There has to be evidence of the work done by students and the monitoring of the same has to be clearly outlined. Mentors for these courses need to be assigned to make it effective.

b. The MOOC Courses offered in the program scheme need to have detailed guidelines, specifically, if the learners are unable to achieve the certification. The Program Heads were suggested to offer an additional course in the curriculum in case a student is unable to complete the MOOC, making the credit scheme to be 124 credits,

c. The Committee proposed the change of nomenclature of the following courses-
    i. Effective Communication I & II to change to Business Communication I & II
    ii.   Instead of Digital Literacy / Computer Literacy, make it Computer Applications in Business / Commerce for BBA & BCom respectively.

d. Add Elective choices in BCOM Program in lines with BBA program

NCU-FRM-37

	MINUTES OF THE MEETING OF BOARD OF STUDIES FOR ONLINE AND DISTANCE LEARNING PROGRAMS AT THE SCHOOL OF MANAGEMENT & LIBERAL STUDIES	Review Date:
		Sheet 3 of 3

From: School of Management and Liberal Studies
Date: 16ᵗʰ Sep, 2022

To: Vice-Chancellor
CC: Registrar, Director-CDOE

e. The committee suggested having an approach of inclusivity and diversity while conducting the admissions. ~~The committee also suggested having an elaborative and detailed academic calendar.~~

f. The committee also suggested having an elaborative and detailed academic calendar.

The HODs will make the necessary changes as proposed by the Committee. The rest of the points as presented for both the Programmes – BBA & BCom PPR with respect to the credit framework, teaching scheme, syllabi and curriculum evaluation were approved by the Committee.

Prepared by:

Prof Nimit Gupta
HOD – Management Studies, SOM&LS

Endorsed by:
Name, Designation and Signature of all the members (Signature with date)
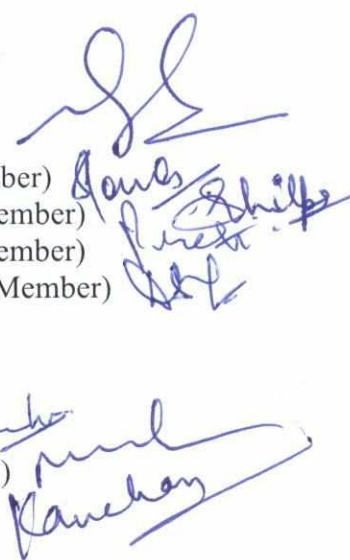
External Experts:
-   Dr. M.S. Turan (Professor - Management & Former Dean - Academic Affairs, Gurugram University, Gurugram)

-   Dr. Meenakshi Handa (Professor - Management, University School of Management Studies, GGSIPU, Delhi)

Internal Experts:

•   Dr. Nimit Gupta (Professor, SOM&LS - Chairperson)
•   Dr. Sona Vikas (Associate Professor, SOM&LS - Member)
•   Dr. Shilpa Sindhu (Associate Professor, SOM&LS - Member)
•   Dr. Preeti Chawla (Associate Professor, SOM&LS - Member)
•   Dr Deergha Sharma (Associate Professor, SOM&LS - Member)

Invitees

•   Dr. Ashima Saxena (Assistant Professor, SOM&LS)
•   Dr. Minakshi Sehrawat (Assistant Professor, SOM&LS)
•   Dr. Kanchan Yadav (Assistant Professor, SOM&LS)

BBA Program Structure
Total Credits- 120
Duration – Three Years

Sr No	New Proposed Course Code	Course Type	Course Title	Contact Sessions	L	T	P	Total Credits	Continuous Assessment	End Semester Examination	Total Marks
			BBA Semester-I								
1	ODU-1000	Ability Enhancement	Business Communication - I	120	4	0	0	4	30	70	100
2	ODU-1010	Core	Environmental Studies	120	3	0	0	3	30	70	100
3	ODM-1001	Core	Principles of Management	120	4	0	0	4	30	70	100
4	ODM-1010	Core	Statistics and Research Methodology-I	120	3	0	0	3	30	70	100
5	ODM-1003	Core	Financial Accounting	120	3	0	0	3	30	70	100
6	ODM-1005	Community Service	Community Service-I	120				3	30	70	100
			Total Credits					**20**			
			BBA Semester-II								
1	ODU-1020	Ability Enhancement	Business Communication - II	120	4	0	0	4	30	70	100
2	ODM-1002	Core	Legal Aspects of Business	120	3	0	0	3	30	70	100
3	ODM-1004	Core	Financial Management	120	4	0	0	4	30	70	100
4	ODM-1006	Core	Principles of Economics	120	3	0	0	3	30	70	100
5	ODM-1020	Core	Statistics & Research Methodology-II	120	3	0	0	3	30	70	100
6	ODM-1008	General Proficiency	General Proficiency-I	120				3	30	70	100
			Total Credits					**20**			
			Total Year I Credits					**40**			
			BBA Semester-III								
1	ODM-2001	Core	Income Tax	120	4	0	0	4	30	70	100

S.No	Course Code	Category	Course Name		L	T	P	Credits			
2	ODM-2003	Core	Marketing Management	120	3	0	0	3	30	70	100
3	ODM-2005	Core	Fundamentals of Banking	120	3	0	0	3	30	70	100
4	ODM-2007	Core	E- Commerce	120	4	0	0	4	30	70	100
5	ODM-2009	Core	Organizational Behaviour	120	3	0	0	3	30	70	100
6	ODM-2011	Community Service	Community Service-II	120				3	30	70	100
			Total Credits					**20**			

BBA Semester-IV

S.No	Course Code	Category	Course Name		L	T	P	Credits			
1	ODU-2000	Ability Enhancement	Human Values and Professional Ethics	120	3	0	0	3	30	70	100
2	ODM-2002	Skill Enhancement	Computer Applications for Business	120	4	0	0	4	30	70	100
3	ODM-2000	Core	Entrepreneurship	120	4	0	0	4	30	70	100
4	ODM-2006	Core	Human Resource Management	120	3	0	0	3	30	70	100
5	ODM-2008	General Proficiency	General Proficiency-II	120				3	30	70	100
6	ODM-2010	Core	Cost Accounting	120	3	0	0	3	30	70	100
			Total Credits					**20**			
			Total Year II Credits					**40**			

BBA Semester-V

S.No	Course Code	Category	Course Name		L	T	P	Credits			
1	ODM-3001	Core	Business Policy and Strategic Management	120	4	0	0	4	30	70	100
2	ODM-3029	Core	Consumer Behaviour	120	4	0	0	4	30	70	100
3	ODM-3003	Community Service	Community Service-III	120	3			3	30	70	100
4		Program Elective	Program Elective-I	120	3	0	0	3	30	70	100
5		Program Elective	Program Elective-II	120	3	0	0	3	30	70	100
6		Program Elective	Program Elective-III	120	3	0	0	3	30	70	100
			Total Credits					**20**			

BBA Semester-VI

S.No	Course Code	Category	Course Name		L	T	P	Credits			
1	ODM-3002	Project and Viva	Comprehensive Viva Voce	120	4			4	30	70	100
2	ODM-3004	Project and Viva	Major Project	120	4			4	30	70	100
3	ODM-3006	General Proficiency	General Proficiency-III	120	3			3	30	70	100
4		Program Elective	Program Elective-IV	120	3	0	0	3	30	70	100

#										
5	Program Elective	Program Elective-V	120	3	0	0	3	30	70	100
6	Program Elective	Program Elective-VI	120	3	0	0	3	30	70	100
		Total Credits					**20**			
		Total Year III Credits					**40**			
		Total Program Credits					**120**			

BBA Programme Electives –

		BBA Program Electives (Finance Specialization)	
1	ODM-3000	Program Elective	Corporate Accounting
2	ODM-3010	Program Elective	Management Accounting
3	ODM-3011	Program Elective	Security Analysis and Portfolio Management
4	ODM-3012	Program Elective	Introduction to Financial Institutions and Market
5	ODM-3013	Program Elective	Management of Financial Services
6	ODM-3014	Program Elective	Money and Banking

		BBA Program Electives (HRM Specialization)	
1	ODM-3015	Program Elective	Recruitment and Selection
2	ODM-3016	Program Elective	Performance and Competency Management
3	ODM-3017	Program Elective	Employee Training and Development
4	ODM-3018	Program Elective	Compensation and Reward Management
5	ODM-3019	Program Elective	Organization Change and Development
6	ODM-3021	Program Elective	Leadership

		BBA Program Electives (Marketing Specialization)	
1	ODM-3022	Program Elective	Customer Relationship Management
2	ODM-3023	Program Elective	Sales and Distribution
3	ODM-3024	Program Elective	Marketing of Services
4	ODM-3025	Program Elective	Retail management
5	ODM-3026	Program Elective	Integrated Marketing Communication
6	ODM-3027	Program Elective	Digital Marketing

Annexure-III A.

Table 3: B.Com. Programme Structure
Total Credits- 120
Duration – Three Years

S. N.	New Proposed Course Code	Course Type	Course Title	Contact Sessions	L	T	P	Total Credits	Internal Marks (through Assignments /Online Test)	External Marks (End-semester Exam)	Total Marks
B. Com. Semester-I											
1	ODU-1000	Ability Enhancement	Business Communication – 1	120	4	0	0	4	30	70	100
2	ODU-1010	Core	Environmental Studies	120	3	0	0	3	30	70	100
3	ODM-1007	Core	Principles and Practices of Management	120	4	0	0	4	30	70	100
4	ODM-1009	Core	Introduction to Banking	120	3	0	0	3	30	70	100
5	ODM-1003	Core	Financial Accounting	120	3	0		3	30	70	100
6	ODM-1005	Community Service	Community Service-1	120				3	30	70	100
B. Com. Semester-II											
1	ODU-1020	Ability Enhancement	Business Communication – 2	120	4	0	0	4	30	70	100
2	ODM-1012	Core	Business Laws	120	3	0	0	3	30	70	100
3	ODM-1010	Core	Statistics & Research Methodology-I	120	3	0	0	3	30	70	100
4	ODM-1004	Core	Financial Management	120	4	0	0	4	30	70	100
5	ODM-1006	Core	Principles of Economics	120	3	0	0	3	30	70	100
6	ODM-1008	General Proficiency	General Proficiency-1	120				3	30	70	100
			Total Year I Credits					**40**			

B. Com. Semester-III

S. N.	New Proposed Course Code	Course Type	Course Title	Contact Sessions	L	T	P	Total Credits	Internal Marks (through Assignments /Online Test)	External Marks (End-semester Exam)	Total Marks
1	ODU-2000	Ability Enhancement	Human Values & Professional Ethics	120	3	0	0	3	30	70	100
2	ODM-2013	Core	Fundamentals of Auditing	120	3	0	0	3	30	70	100
3	ODM-1020	Core	Statistics & Research Methodology - II	120	3	0	0	3	30	70	100
4	ODM-2000	Core	Entrepreneurship	120	3	0	0	3	30	70	100
5	ODM-2009	Core	Organizational Behaviour	120	3	0	0	3	30	70	100
6	ODM-2007	Core	E- Commerce	120	3	0	0	3	30	70	100
7	ODM-2011	Community Service	Community Service-2	120				2	30	70	100

B. Com. Semester-IV

S. N.	New Proposed Course Code	Course Type	Course Title	Contact Sessions	L	T	P	Total Credits	Internal Marks (through Assignments /Online Test)	External Marks (End-semester Exam)	Total Marks
1	ODM-2012	Skill Enhancement	Soft Skills	120	3	0	0	3	30	70	100
2	ODM-2014	Core	Income Tax & Practice	120	3	0	0	3	30	70	100
3	ODM-2016	Core	Principles of Marketing	120	3	0	0	3	30	70	100
4	ODM-2018	Core	Business Policy and Strategy	120	3	0	0	3	30	70	100
5	ODM-2010	Core	Cost Accounting	120	3	0	0	3	30	70	100
6	ODM-2006	Core	Human Resource Management	120	3	0	0	3	30	70	100
7	ODM-2008	General Proficiency	General Proficiency-2	120				2	30	70	100
			Total Year II Credits					**40**			

B. Com. Semester-V

S.N.	New Proposed Course Code	Course Type	Course Title	Contact Sessions	L	T	P	Total Credits	Internal Marks (through Assignments /Online Test)	External Marks (End-semester Exam)	Total Marks
1	ODM-3005	Core	Micro Finance	120	3	0	0	3	30	70	100
2	ODM-3007	Core	Indirect Taxation (GST)	120	3	0	0	3	30	70	100
3	ODM-3000	Core	Corporate Accounting	120	3	0	0	3	30	70	100
4	ODM-3010	Core	Management Accounting	120	3	0	0	3	30	70	100
5	ODM-3003	Community Service	Community Service-3	120				2	30	70	100
6	-	Programme Elective	Programme Elective -1	120	3	0	0	3	30	70	100
7	-	Programme Elective	Programme Elective -2	120	3	0	0	3	30	70	100

B. Com. Semester-VI

S.N.	New Proposed Course Code	Course Type	Course Title	Contact Sessions	L	T	P	Total Credits	Internal Marks (through Assignments /Online Test)	External Marks (End-semester Exam)	Total Marks
1	ODM-3008	Skill Enhancement	Computer Applications	120	4	0	0	4	30	70	100
2	ODM-3004	Project / Viva	Major Project	120	0	0	4	4	30	70	100
3	ODM-3002	Project / Viva	Comprehensive Viva Voce	120	0	0	4	4	30	70	100
4	ODM-3006	General Proficiency	General Proficiency-3	120				2	30	70	100
5	-	Programme Elective	Programme Elective -3	120	3	0	0	3	30	70	100
6	-	Programme Elective	Programme Elective -4	120	3	0	0	3	30	70	100
			Total Year III Credits					**40**			
			Total Programme Credits					**120**			

Table 4: B. Com Programme Electives

S. N.	Course Code	Program Elective
		Finance Electives
1	ODM-3009	Behavioral and Personal Finance
2	ODM-3011	Security Analysis and Portfolio Management
3	ODM-3012	Introduction to Financial Institutions and Markets
4	ODM-3013	Management of Financial Services
5	ODM-3014	Money and Banking
		HR Electives
6	ODM-3015	Recruitment and Selection
7	ODM-3016	Performance and Competency Management
8	ODM-3017	Employee Training and Development
9	ODM-3018	Compensation and Reward Management
10	ODM-3019	Organization Change and Development
11	ODM-3021	Leadership
		Marketing Electives
12	ODM-3022	Customer Relationship Management
13	ODM-3023	Sales and Distribution
14	ODM-3024	Marketing of Services
15	ODM-3025	Retail management
16	ODM-3026	Integrated Marketing Communication
17	ODM-3027	Digital Marketing

This is a proposed list of Electives is a flexible basket from which students can chose basis their interest and career goals.

Programme Project Report (PPR)
For
Department of Business Studies
Open & Distance and Online Mode

2023

Bachelor of Business Administration (BBA)

The NorthCap University
Sec 23-A, Gurugram, Haryana -122017, India

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Open Distance and Online Learning Programme - Undergraduate Programme
Programme Project Report (PPR)

Overview

The NorthCap University (NCU) is promoted by the Educate India Society that was founded in 1996.Previously an engineering and management college (ITM), the institute gained the status of a State Private university in 2009, under Act No. 25/2009 by the Legislature of the State of Haryana and accorded UGC approval under Section 2(f) of the UGC Act 1956.

NCU rebranded itself on 31 August 2015 vide Haryana Government Ordinance No. 2 of 2015, followed by a UGC notification dated 26 August 2015. NCU is a unitary university located in Sector 23-A, Gurugram, Haryana. It has been accredited by the National Assessment and Accreditation Council (NAAC) 2016-2021. It is re-accredited with NAAC 'A' grade in 2022 for five years.

In a span of a few years, we have emerged as one of the foremost educational institutions in North India. As a testimony of this fact, we have been ranked as 'The University of the Year 2017' by the Higher Education Review and are among the top 150-200 band universities under the National Institutional Ranking Framework (NIRF) by the Ministry of Human Resource Development, Government of India.

Programme Offerings

The University offers a variety of undergraduate and postgraduate programmes in disciplines such as engineering, management, applied sciences and law. NCU is recognized by the University Grants Commission (UGC) and by the Bar Council of India (BCI). The University is a Member of the Association of Indian Universities (AIU), Member of the Association of Commonwealth Universities (ACU), UK. In addition to being a Member of the American Society for Quality (I) Pvt Ltd, NCU is also accredited by Accreditation Services for International Colleges (ASIC), UK."

Location of the Institute

The University is located at Sector 23 A Gurugram, Haryana. CDOE is located within the common campus of its parent body, the University Campus. A premier city campus located within proximity to corporate houses, industries, professional hubs and skills centers. It boasts of a lush green campus in compliance with the UNP SDG Goals 2030. The academic environment on the campus fosters self- discipline, promotes diversity and inclusivity.

Apart from the core curriculum of each programme NCU provides its learners ample opportunity to improve their communication skills, interpersonal relations, art of negotiation, decision making, development of self-confidence etc. to cope in this modern, competitive and challenging world, thus enabling holistic devlopment.

	Table 1: ABSTRACT	
1	Name of the Programme	B.B.A (Bachelor of Business Administration)
2	Duration	3Years
3	Scheme	Semester
4	Credits	120 Core Courses = 61 credits Program Electives = 18 credits Skill Enhancement 1 Courses = 4 credits Ability Enhancement 3 Courses = 11 credits Community Services = 9 credits General Proficiency = 9 credits Project & Viva = 8 credits
5	Self-Learning Materials	Units and Subunits Core Courses = 4 Units X 20 Subunits (Includes MOOCs) Program Electives = 4 Units X 20 Subunits Skill Enhancement Courses = 4 Units X 20 Subunits (Include MOOC) Ability Enhancement Courses = 4 Units X 20 Subunits
6	Instructional delivery	Personal Contact Program /weekend counseling sessions, videos, PPT, face to face interaction
7	Medium of Instruction	English
8	Faculty	Details enclosed
9	Eligibility Conditions	As prescribed by the regulatory body i.e. 10+2 or equivalent
10	Evaluation	Continuous Assessment (30%) & End Semester Examination (70%)
11	Infrastructure	Lecture halls, computer laboratory, library, and ICT Enabled facility, IT Department, Recording Room etc.
12	Quality Assurance	Various measures adopted- Center for Internal Quality Assurance was formed for maintaining Quality Assurance.
13	Expected outcome	Communication skills Employability Responsible citizens in the competitive world Enhancement of Quality of knowledge Higher Education

BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME

About the program

The BBA programme is spread over in three years which meets the benchmark prescribed by UGC. The study accords thrust on core subjects with higher credits and languages with requisite credits commensurate with the conventional mode. The programme also provides a scope for mandatory components such as Environment Science, Human Rights, Community Services and also elementary computer knowledge. The quantum of study is distributed in all the years of study in balanced manner.

The program is designed in such a way to cater to the needs of all those who have prescribed qualification i.e 10+2 or equivalent. Further the program creates a platform for employment opportunities in different sectors of the economy and provide a platform for higher education.

a) Programme 's Mission & Objectives

Vision

To be a top-rated programme emphasizing on academic excellence with benchmarked curriculum, contemporary IT-enabled learning pedagogies intensive personal contact programmes, for developing budding future managers and entrepreneurs of tomorrow.

Mission

- To Enable new age learner by spreading reach and accessibility.

- To emphasize on quality of learning and innovation with an industry-aligned inclusive curriculum.

- To encourage multi-disciplinary specializations to develop committed and competent industry professionals.
- To provide knowledge in management with an understanding of its applicability on the business environment and community.
- To impart liberal studies to transform students into responsible global citizens who rise above socio-economic, cultural barriers and apply innovation, critical thinking and problem-solving skills.
- Imbibe in learners the ethics, lifelong learning skills and positive attitudes to utilize their analytical mindset and abilities towards making meaningful contributions to society.
- To instill the entrepreneurial spirit among potential future business leaders.

Objectives

The objectives of the programme are:

1. To provide knowledge in management disciplines with an understanding of its applicability in business decision making for positive social impact.
2. To inculcate an attitude and desire to learn.
3. To strengthen the foundation for further specialization in various business domains.
4. To develop competent professionals committed to excellence.

Program Highlights

1. Develop a deep understanding of the way modern businesses run.
2. Understanding of Global Business Environment.
3. Developing Analytical, Logical and Critical Thinking Skills.
4. Choice based specializations to match specific interests of student.
5. Practical exposure through case studies, publish report etc.
6. Imparting Entrepreneurial Skills.
7. Improving effective communication skills and holistic personality development.
8. Increasing Ethical and Social Awareness
9. Self learning through MOOC courses.

b) Relevance to HEI's Mission & Goals

In order to enable the learners with the heigh and technology based education the program will enable the reach, accessibility, diversity and inclusivity. The study accords thrust on core subjects with higher credits and languages with requisite credits commensurate with the conventional mode.

c) Nature of prospective target group of learners

The BBA Programme is targeted towards.

- Candidates who have successfully completed the qualifying examinations (10+2) or equivalent courses recognized by relevant regulatory bodies.

- Inclusive groups viz, women, minorities, tribal, differently abled,

- Different economic, sociocultural, geographical disadvantaged groups.

- Working professionals and seek to improve their career opportunities.

- Those who wish to orient themselves towards managerial skills.

d) Appropriateness for the programme to be conducted in ODL/ Online mode to acquire specific skills and competence

BBA programme offered through Open & Distance and Online Mode creates an avenue to acquire knowledge and skills on the domain courses. The courses have been identified

to enable learners to empower themselves to acquire the managerial skills. Basic subjects like accounting, statistics, and principles of Management are taught in the first year of the course. In the second-year specific management skills like marketing, human resource, Finance are taught. Emphasis will also be given on computer fundamentals and e-commerce. Certain courses will be offer in MOOC for self learning exposure.

e) Instructional Design

Curriculum development plays a vital role in the development of quality of education. Keeping in view of the norms of UGC, the University took the following measures:

1. **Articulated:** Curriculum articulation has been adopted to avoid conflicts across the different areas. Development of a logical instruction flow from one year to the other is ensured.

2. **Realistic Contents**: Contents are developed keeping in view of the contributions expected of a student in his career. Career role with specific tasks, knowledge, skills, attitudes, and values are considered for development of curriculum.

3. **Evaluation Consciousness:** The curriculum is developed keeping in view of evaluation on consciousness. Simple, measurable, accurate and realistic curriculum is designed, which needs to be completed in the given time frame.

4. **Employability:** The curriculum is developed to bridge the gap between academic knowledge and job market requirement at different levels also the program provide the platform for higher education.

5. **Duration of the programme:** The duration of the programme is three academic years with a maximum period of N+2 for completing the course, N being the normal duration to complete the programme.

6. **Faculty**: Core faculty in headquarters and required number of academic counselors as per UGC norms to cater the needs of the students.

7. **Supporting Staff**: The university has employed the following staff (Deputy Registrar, Assistant Registrar, Section Officer, Assistant, Computer Operator & Multi-Tasking Staff).

8. **Instructional Delivery Mechanism**: Delivery mechanism is through personal delivery at the time of admission in print media. Academic counselors deliver classroom lectures and conduct counseling sessions. Besides web-based services, PPT's, Videos, SLM, Case Studies, Quiz, Assignment etc. for each unit will be provided.

9. **Instructional Design**: The instructional design is as prescribed by UGC. The

curriculum is approved by the university academic bodies such as Board of studies, Academic council and as per the relevant ordinance. The curriculum shall be revised periodically once in three years.

Table: Norms for Delivery for each Course of B.B.A Programme Through Open & Distance and Online Mode

Courses	No. of Assignments	Total Learning Hours	No of Counseling sessions	Size of SLM	Credit value	PPT's	Videos
Core	2	120 Hours	12	4 Units X 20 subunits (Includes MOOCs)	3/4 Credits	20	20
Program Electives	2	120 Hours	12	4 Units X 20 subunits	3 Credits	20	20
Skill Enhancement	2	120 Hours	12	4 Units X 20 subunits	4 Credit	20	20
Ability Enhancement	2	120 Hours	12	4 Units X 20 subunits (Include MOOC)	3/4 Credits	20	20

10. **Details of the Syllabi:** The syllabus of B.B.A. programme is approved by the BOS and academic council. It is updated periodically i.e once on three years. The titles of the courses are given in the annexure 1.

11. **The detailed Three-Year Course Structure is given in the table below.**

BBA Program Structure

Total Credits- 120

Duration – Three Years

Sr No	New Proposed Course Code	Course Type	Course Title	Contact Sessions	L	T	P	Total Credits	Continuous Assessment	End Semester Examination	Total Marks
			BBA Semester-I								
1	ODU-1000	Ability Enhancement	Business Communication - I	120	4	0	0	4	30	70	100
2	ODU-1010	Core	Environmental Studies	120	3	0	0	3	30	70	100
3	ODM-1001	Core	Principles of Management	120	4	0	0	4	30	70	100
4	ODM-1010	Core	Statistics and Research Methodology-I	120	3	0	0	3	30	70	100
5	ODM-1003	Core	Financial Accounting	120	3	0	0	3	30	70	100
6	ODM-1005	Community Service	Community Service-I	120				3	30	70	100
			Total Credits					**20**			
			BBA Semester-II								
1	ODU-1020	Ability Enhancement	Business Communication - II	120	4	0	0	4	30	70	100
2	ODM-1002	Core	Legal Aspects of Business	120	3	0	0	3	30	70	100
3	ODM-1004	Core	Financial Management	120	4	0	0	4	30	70	100
4	ODM-1006	Core	Principles of Economics	120	3	0	0	3	30	70	100
5	ODM-1020	Core	Statistics & Research Methodology-II	120	3	0	0	3	30	70	100
6	ODM-1008	General Proficiency	General Proficiency-I	120				3	30	70	100
			Total Credits					**20**			
			Total Year I Credits					**40**			
			BBA Semester-III								
1	ODM-2001	Core	Income Tax	120	4	0	0	4	30	70	100

#	Course Code	Category	Course Title	120	L	T	P	Credits	30	70	100
2	ODM-2003	Core	Marketing Management	120	3	0	0	3	30	70	100
3	ODM-2005	Core	Fundamentals of Banking	120	3	0	0	3	30	70	100
4	ODM-2007	Core	E- Commerce	120	4	0	0	4	30	70	100
5	ODM-2009	Core	Organizational Behaviour	120	3	0	0	3	30	70	100
6	ODM-2011	Community Service	Community Service-II	120				3	30	70	100
			Total Credits					**20**			

BBA Semester-IV

#	Course Code	Category	Course Title	120	L	T	P	Credits	30	70	100
1	ODU-2000	Ability Enhancement	Human Values and Professional Ethics	120	3	0	0	3	30	70	100
2	ODM-2002	Skill Enhancement	Computer Applications for Business	120	4	0	0	4	30	70	100
3	ODM-2000	Core	Entrepreneurship	120	4	0	0	4	30	70	100
4	ODM-2006	Core	Human Resource Management	120	3	0	0	3	30	70	100
5	ODM-2008	General Proficiency	General Proficiency-II	120				3	30	70	100
6	ODM-2010	Core	Cost Accounting	120	3	0	0	3	30	70	100
			Total Credits					**20**			
			Total Year II Credits					**40**			

BBA Semester-V

#	Course Code	Category	Course Title	120	L	T	P	Credits	30	70	100
1	ODM-3001	Core	Business Policy and Strategic Management	120	4	0	0	4	30	70	100
2	ODM-3029	Core	Consumer Behaviour	120	4	0	0	4	30	70	100
3	ODM-3003	Community Service	Community Service-III	120				3	30	70	100
4		Program Elective	Program Elective-I	120	3	0	0	3	30	70	100
5		Program Elective	Program Elective-II	120	3	0	0	3	30	70	100
6		Program Elective	Program Elective-III	120	3	0	0	3	30	70	100
			Total Credits					**20**			

BBA Semester-VI

#	Course Code	Category	Course Title	120	L	T	P	Credits	30	70	100
1	ODM-3002	Project and Viva	Comprehensive Viva Voce	120				4	30	70	100
2	ODM-3004	Project and Viva	Major Project	120				4	30	70	100
3	ODM-3006	General Proficiency	General Proficiency-III	120				3	30	70	100
4		Program Elective	Program Elective-IV	120	3	0	0	3	30	70	100

5	Program Elective	Program Elective-V	120	3	0	0	3	30	70	100
6	Program Elective	Program Elective-VI	120	3	0	0	3	30	70	100
		Total Credits					**20**			
		Total Year III Credits					**40**			
		Total Program Credits					**120**			

BBA Programme Electives –

		BBA Program Electives (Finance Specialization)	
1	ODM-3000	Program Elective	Corporate Accounting
2	ODM-3010	Program Elective	Management Accounting
3	ODM-3011	Program Elective	Security Analysis and Portfolio Management
4	ODM-3012	Program Elective	Introduction to Financial Institutions and Market
5	ODM-3013	Program Elective	Management of Financial Services
6	ODM-3014	Program Elective	Money and Banking
		BBA Program Electives (HRM Specialization)	
1	ODM-3015	Program Elective	Recruitment and Selection
2	ODM-3016	Program Elective	Performance and Competency Management
3	ODM-3017	Program Elective	Employee Training and Development
4	ODM-3018	Program Elective	Compensation and Reward Management
5	ODM-3019	Program Elective	Organization Change and Development
6	ODM-3021	Program Elective	Leadership
		BBA Program Electives (Marketing Specialization)	
1	ODM-3022	Program Elective	Customer Relationship Management
2	ODM-3023	Program Elective	Sales and Distribution
3	ODM-3024	Program Elective	Marketing of Services
4	ODM-3025	Program Elective	Retail management
5	ODM-3026	Program Elective	Integrated Marketing Communication
6	ODM-3027	Program Elective	Digital Marketing

Procedure for Admission, Curriculum Transaction and Evaluation:

A. Admission:

(a) The University has adopted transparent admission policy. All information relating to admissions, courses, curriculum would be displayed on the website of the university regularly. The admission norms prescribed by the UGC would be followed in its true spirit. The minimum eligibility for admission shall be 10+2 as prescribed under the ordinances framed as per Haryana Private University Amendment Act, 2006. The admissions are done online. Fee remittance will also be done through online.

(b) **Academic Calendar:**

The sample academic calendar is as follows:

NAME OF THE ACTIVITY	FROM (MONTH)	TO (MONTH)	FROM (MONTH)	TO (MONTH)
Admission	Jun	Aug	Dec	Feb
Distribution of SLM	Jul	Aug	Jan	Feb
Contact Programmes (counselling, Practicals, etc.)	Sep	Nov	Mar	May
Assignment Submission (if any)	Sep	Nov	Mar	May
Evaluation of Assignment	Sep	Dec	Mar	Jun
Examination	Dec	Dec	Jun	Jun
Declaration of Result	Jan	Feb	Jul	Aug
Re–registration	Dec	Feb	Jun	Aug

B. Curriculum Transaction:

a. The study material prepared by the experts in the relevant subjects in print form and interactive mode are provided to the learners at the time of admission.

b. A student programme guide containing detailed information about the programme is also provided to the learners at the time of admission.

c. Curriculum matches with the guidelines of regulatory bodies.

d. Board of studies, Academic council and ordinances strengthen the curriculum.

e. Delivery of lectures in the PCP / counselling through face to face, videos, PPTs, e-counselling, e-content and audio-visual aids.

Evaluation Policy:

The academic assessment shall be based on the continuous assessment and end-semester examination.

Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-

> Continuous Assessment (CA) = 30 Marks
>
> Quizzes = 10 Marks
>
> Assignment = 20 Marks

Summative Assessment is the End Semester Examination (ESE) = 70 Marks

End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools: Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

Notification

The University would notify its admission policy, financial assistance, delivery of the programme, academic planning and other details on the website of the University for the Information of the learners.

Instructional delivery mechanisms

The norms for delivery of courses shall be as may be determined by the UGC and amended from time to time. The schedule of weekend counselling/contact programme, place of weekend counseling /contact programme, date of weekend counselling/contact programme will be notified by the University from time to time. The university would utilize ICT i.e. audio visuals resources for an effective delivery of instructional materials and learning process.

Identification of media – print, video, online, computer aided, and student support service systems

Different interactive communication systems are identified and used to connect learners, resources, and instructors. The course material primarily in print, in the form of self-learning material, is provided to the learners. The SLM are inter-alia self-explanatory, self-contained, self-directed at the learners, and to self-evaluation, and enables the learners to acquire the prescribed level of learning in a course of study.

Learners will be provided with cognitive (academic), organizational, emotional and

institutional support. Student support is done to develop a more effective learning. Cognitive support includes helping students to develop learning skills together with the important skills of assessment and feedback. Organizational support includes helping students with the management of their study time. Emotional support includes helping the students with motivating; developing self-confidence, managing the stress of learning will be extended.

(g) Requirement of the laboratory support and Library Resources

Laboratory Support: A common laboratory facility has been provided for acquiring computer and soft skills.

Library Resources: The University provides library facilities both traditional and digital at with proper security. A state of art library is in place in the University campus and even in earmarked CDOE premises. The procedure in the library is the same as in the conventional system.

(h) Infrastructure Facilities available in the Institute

The University has well- equipped laboratories; smart classrooms for conducting contact classes; seminar halls for seminars/ workshops/ face-to-face discussions; guest house; canteen; gymnasium; auditorium for large gatherings, IT Department etc.

(i) Cost Estimate of the Programme and provisions

Proposed Programme Fee: Rs.50,000 per annum

Total Programme Fee (Proposed) = Rs.1,50,000/-

(Inclusive of Tuition Fee, Library Facility, Lab Facility, SLM, Videos, PPT's etc)

(j) Quality assurance mechanism and expected programme outcomes

The quality shall be maintained in the curriculum by taking the following measures:

1. Students formal feedback on SLM, Videos, PPT's, Case Studies, Quiz, Assignment contact classes/ counselling, examination, student support service are taken every year and utilized for the improvement.

2. Faculty development programmes are arranged periodically.

3. Board of Studies will review the curriculum and SLM from time to time.

4. Academic peers suggestions for the improvement of SLM through reviews, workshops, seminars and conferences.

5. Industrialists/ employers, professionals and others take holders suggestions will be taken

6. Academic audit by inviting senior external experts.

Program Educational Objective (PEOs)

1. Graduates can start their professional career in fields of finance, marketing, human resource, research and consultancy in corporate as well as government organizations in India and abroad.

2. Graduates can start their own business or join a family business for growth and development.

3. Graduates can pursue a relevant postgraduate study such as MBA, MSW, MHRM to name a few.

4. Graduates will be informed and involved members of their communities, and responsible professionals.

Programme Outcomes (POs)

By the end of the BBA program, students should be able to:

1. Acquire basic knowledge of various disciplines in economics, law, and various functional domains of management and apply this knowledge to real-life business issues in a holistic manner. (Multidisciplinary Knowledge)

2. Understand the basic concepts of accounting and finance that will help them to prepare and analyse various financial statements. (Finance and Accounts Application in Business)

3. Understand the basic concepts of quantitative methods to apply in the study of other disciplines and prepare project reports. (Quantitative Application in Business)

4. Acquire basic legal knowledge related to various business operations. (Law in Business)

5. Understand the integrative role of management functions and fundamentals of business management (Basics Business Management)

6. Understand various environmental problems and their impact on society and business. (Environmental Study)

7. Communicate effectively in different business contexts and situations to be able to receive and give clear instructions, comprehend, write reports, prepare documentation and make effective presentations. (Communication)

8. Demonstrate IT knowledge and skills for efficient and effective business processes and develop innovative methods of applying IT and e-commerce for competitive advantage. (IT proficiency)

9. Demonstrate ethical conduct in personal and professional decisions and an appreciation of the significance of business ethics and social responsibility in the decision-making process. (Ethics & Social Responsibility)

Programme Specific Outcomes

- Understand and demonstrate knowledge in specific areas of the business as HR, Marketing Finance, Digital Marketing, Business analytics.
- Application of acquired skills in solving complex business problems and to take strategic decisions for a business in a socially responsible manner.
- To become a responsible corporate citizen and to play their part in nation-building by joining corporate/ public services, start their own enterprise or study further in the field of business and management.
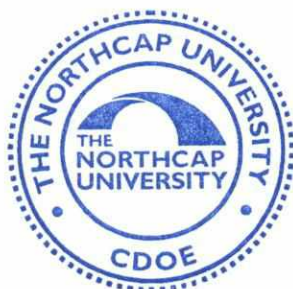
Submitted by

Department of Business Studies
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India

Programme Project Report (PPR)
For
Department of Business Studies
Centre for Distance and Online Education
2023

Bachelor of Commerce (B. COM)

THE NORTHCAP UNIVERSITY

The NorthCap University
Sec 23-A, Gurugram, Haryana -122017, India

Department of Business Studies
Centre for Distance and Online Education (CDOE)
The NorthCap University Gurugram

BACHELOR OF COMMERCE (B. COM)
Undergraduate Programme
Programme Project Report (PPR)

Overview

The NorthCap University (NCU) is promoted by the Educate India Society that was founded in 1996.Previously an engineering and management college (ITM), the institute gained the status of a State Private university in 2009, under Act No. 25/2009 by the Legislature of the State of Haryana and accorded UGC approval under Section 2(f) of the UGC Act 1956.

NCU rebranded itself on 31 August 2015 vide Haryana Government Ordinance No. 2 of 2015, followed by a UGC notification dated 26 August 2015. NCU is a unitary campus university located in Sector 23-A, Gurugram, Haryana. It has been accredited by the National Assessment and Accreditation Council (NAAC) A Grade in 2022. In a span of a few years, we have emerged as one of the foremost educational institutions in North India. As a testimony of this fact, we have been ranked as 'The University of the Year 2017' by the Higher Education Review and are among the top 150 universities under the National Institutional Ranking Framework (NIRF) by the Ministry of Human Resource Development, Government of India.

Programme Offerings

The University offers a variety of undergraduate and postgraduate programmes in disciplines such as engineering, management, applied sciences and law. NCU is recognized by the University Grants Commission (UGC) and by the Bar Council of India (BCI). The University is

a Member of the Association of Indian Universities (AIU), Member of the Association of Commonwealth Universities (ACU), UK. In addition to being a Member of the American Society for Quality (I) Pvt Ltd, NCU is also accredited by Accreditation Services for International Colleges (ASIC), UK."

Location of the Institute

The University is located at Sector 23 A Gurugram, Haryana. A premier city campus located within proximity to corporate houses, industries, professional hubs and skills centers. It boasts of a lush green campus in compliance with the UNP SDG Goals 2030. The academic environment on the campus fosters self- discipline, promotes diversity, community service and commitment to higher values.

Apart from the core curriculum of each programme NCU provides its learners ample opportunity to improve their communication skills, interpersonal relations, art of negotiation, decision making, development of self-confidence etc. to cope in this modern, competitive and challenging world. The students have several opportunities to develop their skills through various clubs and societies that help in their holistic development.

A brief of the programme is given below in the table 1-

Table 1: ABSTRACT		
1	Name of the Programme	Bachelor of Commerce (B. Com)
2	Duration	3 Years
3	Scheme	Semester-based
4	Credits	120 Core Courses = 68 credits Programme Electives = 12 credits Skill Enhancement 2 Courses = 7 credits Ability Enhancement 3 Courses = 11 credits Community Services = 7 credits General Proficiency = 7 credits Project & Viva = 8 credits
5	Self-Learning Material	Core Courses = 4 Units X 20 Sub-units (Includes MOOCs) Programme Electives = 4 Units X 20 Sub-units (Includes MOOCs) Skill Enhancement Courses = 4 Units X 20 Sub-units (Includes MOOCs) Ability Enhancement Courses = 4 Units X 20 Sub-units (Includes MOOCs)
6	Instructional delivery	Personal Contact Program / weekend counselling sessions, videos, PPT, face to face interaction
7	Medium of Instruction	English
8	Faculty	Details enclosed
9	Eligibility Conditions	As prescribed by the regulatory body i.e. 10+2 or equivalent
10	Evaluation	Continuous Assessment (30%) and End-semester Examination (70%)
11	Infrastructure	Lecture halls, computer laboratory, library and ICT enabled facility, IT department, recording room etc
12	Quality Assurance	Various measures adopted, including set-up of Centre for Internal Quality Assurance (CIQA) for maintaining quality assurance
13	Expected outcomes	➢ Communication skills ➢ Employability ➢ Responsible citizens in the competitive world ➢ Enhancement of knowledge, skills and abilities

BACHELOR OF COMMERCE (B.COM) PROGRAMME

About the Program

The Bachelor of Commerce (B. Com) degree from The NorthCap University is an undergraduate programme that can be taken by students to pursue a career in the area of commerce, finance, taxation etc. Commerce is an evergreen discipline attracting a large number of students every year who wish to pursue a focused career in business and industry with government departments also offering employment opportunities. As one of the best Management Institutions in Delhi NCR, the Bachelor of Commerce course is designed to enhance the ability to learn and study a variety of subjects like: Accountancy, Business Administration, Finance, Economics, and Industrial Policies. Through this course, students have the option of applying for a Master's in Commerce or Business Management with a specialization in Accounts and Economics, or after UG graduation they can take up employment in any organization. They can become entrepreneurs or start their own business as well.

a)   Programme 's Mission & Objectives

Vision

Through online education, create an ecosystem that is driven by a student-centric approach towards learning by academic excellence driven by benchmarked curriculum and IT-enabled innovative pedagogies, developing them as socially responsible professionals.

Mission

To develop required academic, technical and soft skills through online learning with the goal of increasing access to high quality education, the programme aims -

- To emphasize quality of learning and innovation with an industry-aligned curriculum.
- To encourage multi-disciplinary specializations to develop committed and competent industry professionals.
- To provide knowledge in management with an understanding of its applicability on the business environment and community.
- To impart liberal studies to transform students into responsible global citizens who rise above socio-economic, cultural barriers and apply innovation, critical thinking and problem-solving skills.
- Imbibe in learners the ethics, lifelong learning skills and positive attitudes to utilize

their analytical mindset and abilities towards making meaningful contributions to society.

- To instill the entrepreneurial spirit among potential future business leaders.

Objectives of the Programme

- To impart knowledge which is global in perspective and local in relevance.
- To enhance the professional competencies and soft skills of the students.
- To develop a capacity to think, innovate and lead through linkages with industry and academia.
- To make students time and market relevant, competent, morally upright and socially responsible citizens.
- To enable the students to be able to serve in various sectors of trade, commerce and business.

Programme Highlights

- Conceptual and theoretical clarity about business, management and commerce
- Inculcating leadership skills
- Learning necessary computer skills
- Acquiring Business Communication Skills
- Developing Soft Skills
- Enhancing Ethical quotient
- Self-paced flexible learning opportunity
- MOOCs embedded in curriculum
- Becoming Industry ready
- Carving a Career Path in management and commerce

b) Relevance to HEI's Mission & Goals

The mission of the university is to impart skill-based education in different parts of the country and to provide access to different skill enhancing educational programmes at affordable cost to the disadvantaged and to provide the facility for lifelong learning to intending learners. This programme will give an opportunity to gain knowledge in the domain of business and commerce. Making education accessible to learners across the country, the programme will help create a cadre of qualified and industry-ready commerce professionals through online and distance education. The programme intends to achieve the objective of diversity and inclusion by providing access to learners across the country, irrespective of their backgrounds.

c)   Nature of prospective target group of learners

The 10+2 qualified students may join this programme to enhance their employability in trade, commerce and industry. The working persons may take this programme for their vertical/ horizontal mobility in their workplace. The flexibility in the programme will enable any target audience to acquire the undergraduate degree.

The major prospective target group of learners includes
- Learners from different economic, social, cultural and geographical backgrounds
- Working professionals who are yet to acquire a formal degree
- Learners intending to acquire skills in management, business and commerce
- All learners who do not wish to attend formal education in regular mode
- Business persons who could not acquire an under-graduate degree
- Women, Minorities, differently – abled learners

d)   Appropriateness for the programme to be conducted in ODL mode to acquire specific skills and competence

The undergraduate degree in commerce is designed for the workforce of commerce and industry. The fresher and existing workforce can take advantage of the online learning platform and the distance education system to increase their skills and competence in this field without disturbing their work schedule. The self-learning material, videos and presentations embedded in the programme are designed in such a way that there is adequate focus on acquiring knowledge, ability enhancement and skill enhancement. Learners will become competent professionals with focus on their holistic development through Community Service and General Proficiency modules. The programme focusses on accounting, auditing, taxation and similar subjects to ensure a strong understanding of finance domain. Supplemented by MOOC courses, the learners have an added advantage of self-learning.

e)   Instructional Design

Curriculum development plays a vital role in the development of quality of education. Keeping in view the norms of UGC, the University has ensured a robust Instructional Design to not only maintain high quality standards, but also to ensure learner employability.

Some of the key highlights of the Instructional Design of the B. Com Programme include-
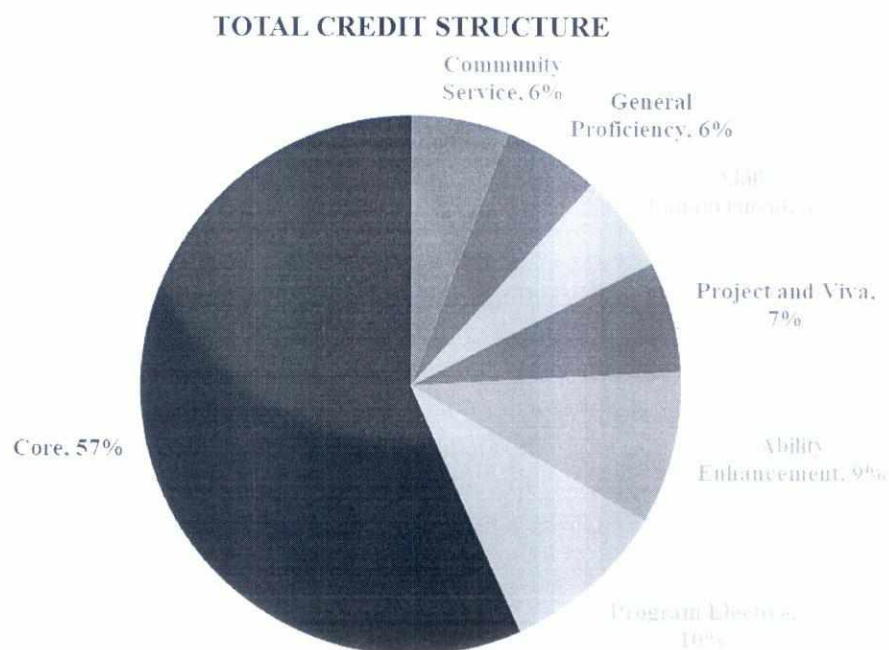- **Well-Articulated:** Curriculum articulation has been adopted to avoid conflicts across the different areas. Development of a logical instruction flow from one year to the other is ensured.
- **Realistic Contents**: Contents are developed keeping in view of the contributions expected of a student in his career, along with the contemporary industry developments. Career roles with specific tasks, knowledge, skills, attitudes, and values, as required by the industry and society have been taken into consideration for the development of the curriculum.
- **Evaluation Consciousness:** The curriculum is developed keeping in view of evaluation consciousness. Simple, measurable, accurate and realistic curriculum is designed, which needs to be completed in the given time frame.
- **Employability:** The curriculum is developed to bridge the gap between academic knowledge and job market requirements at different levels and in different sectors.
- **Duration of the programme:** The duration of the programme is three academic years with a maximum period of N+2 for completing the course, N being the normal duration to complete the programme.
- **Faculty**: There are dedicated faculty members who are engaged as Course Coordinators and Course mentors for each course being offered in the programme. Core faculty in CDOE and required number of academic counselors as per UGC norms are dedicated to cater to the needs of the students.
- **Supporting Staff**: The university has employed a required number of supporting staff in the form of administrative clerks, assistants, and attendants in each department for effective and efficient performance. Further, there are required number of non-teaching employees to facilitate the student learners.
- **Instructional Delivery Mechanism**: The highly qualified faculty are equipped to deliver courses in both online and distance education mode. Self-learning material, videos, PPTs, case studies, assessments, quizzes etc. will enable learners to understand the concepts of each course well. A robust learning management system along with discussion forums, interactive sessions, counseling and mentoring sessions are embedded in the pedagogy to provide an effective delivery mechanism in the online mode. Academic team consisting of faculty, counselors are competent to deliver lectures and conduct counseling sessions. The University will have virtual classroom delivery mode as required.

- **Instructional Design**: The instructional design is aligned to the requirements of UGC. The curriculum is approved by the concerned bodies concerned such as Board of studies, Academic Council and is prepared keeping in view the relevant ordinance. The curriculum shall be revised periodically once in three years. Table 2 below gives the norms for delivery of each of the courses of B. Com programme through Online and Distance Learning Mode.

Table2: Program Delivery						
Details	Total Learning Hours	Total Counseling Sessions	Self-Learning Material	Credits	PPTs	Videos
Core Courses	120	12	4 Units X 20 Sub-units (Includes MOOCs)	3/4 Credits	20	20
Program Electives	120	12	4 Units X 20 Sub-units (Includes MOOCs)	3/4 Credits	20	20
Skill Enhancement	120	12	4 Units X 20 Sub-units (Includes MOOCs)	3/4 Credits	20	20
Ability Enhancement	120	12	4 Units X 20 Sub-units (Includes MOOCs)	3/4 Credits	20	20

Figure 1 below indicates the overall credit distribution of the B. Com programme.

Figure 1: B. Com Programme and Overall Credit Distribution

TOTAL CREDIT STRUCTURE

Community Service, 6%
General Proficiency, 6%
Project and Viva, 7%
Core, 57%
Ability Enhancement, 9%
Program Elective, 10%

The above distribution of courses indicates that the core domain courses are 57% while the other courses (43%) embedded in the curriculum focus on their ability and skill development. In order to ensure all the learning outcomes are achieved by the end of the programme, this course provides for a major project and a comprehensive viva which are offered to the learner in the last semester. The endeavour is to make learners industry-ready and skilled to take up careers as professionals, entrepreneurs and business leaders.

The semester-wise detailed Three-Year Programme Structure with credit framework is given in the table 3 below.

There is a focus on Community Service and General Proficiency, which are unique features of our curriculum. The emphasis is on making students employable and socially responsible. The learning mechanism of these courses is very unique, and student learning is beyond the traditional L-T-P framework. Evaluation guidelines are very clearly articulated to enable students to achieve the learning outcomes.

Table 3: B.Com. Programme Structure

Total Credits- 120

Duration – Three Years

S. N.	New Proposed Course Code	Course Type	Course Title	Contact Sessions	L	T	P	Total Credits	Internal Marks (through Assignments /Online Test)	External Marks (End-semester Exam)	Total Marks
			B. Com. Semester-I								
1	ODU-1000	Ability Enhancement	Business Communication – 1	120	4	0	0	4	30	70	100
2	ODU-1010	Core	Environmental Studies	120	3	0	0	3	30	70	100
3	ODM-1007	Core	Principles and Practices of Management	120	4	0	0	4	30	70	100
4	ODM-1009	Core	Introduction to Banking	120	3	0	0	3	30	70	100
5	ODM-1003	Core	Financial Accounting	120	3	0	0	3	30	70	100
6	ODM-1005	Community Service	Community Service-1	120				3	30	70	100
			B. Com. Semester-II								
1	ODU-1020	Ability Enhancement	Business Communication – 2	120	4	0	0	4	30	70	100
2	ODM-1012	Core	Business Laws	120	3	0	0	3	30	70	100
3	ODM-1010	Core	Statistics & Research Methodology-1	120	3	0	0	3	30	70	100
4	ODM-1004	Core	Financial Management	120	4	0	0	4	30	70	100
5	ODM-1006	Core	Principles of Economics	120	3	0	0	3	30	70	100
6	ODM-1008	General Proficiency	General Proficiency-1	120				3	30	70	100
			Total Year I Credits					**40**			

B. Com. Semester-III

S. N.	New Proposed Course Code	Course Type	Course Title	Contact Sessions	L	T	P	Total Credits	Internal Marks (through Assignments /Online Test)	External Marks (End-semester Exam)	Total Marks
1	ODU-2000	Ability Enhancement	Human Values & Professional Ethics	120	3	0	0	3	30	70	100
2	ODM-2013	Core	Fundamentals of Auditing	120	3	0	0	3	30	70	100
3	ODM-1020	Core	Statistics & Research Methodology - II	120	3	0	0	3	30	70	100
4	ODM-2000	Core	Entrepreneurship	120	3	0	0	3	30	70	100
5	ODM-2009	Core	Organizational Behaviour	120	3	0	0	3	30	70	100
6	ODM-2007	Core	E- Commerce	120	3	0	0	3	30	70	100
7	ODM-2011	Community Service	Community Service-2	120				2	30	70	100

B. Com. Semester-IV

S. N.	New Proposed Course Code	Course Type	Course Title	Contact Sessions	L	T	P	Total Credits	Internal Marks (through Assignments /Online Test)	External Marks (End-semester Exam)	Total Marks
1	ODM-2012	Skill Enhancement	Soft Skills	120	3	0	0	3	30	70	100
2	ODM-2014	Core	Income Tax & Practice	120	3	0	0	3	30	70	100
3	ODM-2016	Core	Principles of Marketing	120	3	0	0	3	30	70	100
4	ODM-2018	Core	Business Policy and Strategy	120	3	0	0	3	30	70	100
5	ODM-2010	Core	Cost Accounting	120	3	0	0	3	30	70	100
6	ODM-2006	Core	Human Resource Management	120	3	0	0	3	30	70	100
7	ODM-2008	General Proficiency	General Proficiency-2	120				2	30	70	100
			Total Year II Credits					**40**			

B. Com. Semester-V

S. N.	New Proposed Course Code	Course Type	Course Title	Contact Sessions	L	T	P	Total Credits	Internal Marks (through Assignments /Online Test)	External Marks (End-semester Exam)	Total Marks
1	ODM-3005	Core	Micro Finance	120	3	0	0	3	30	70	100
2	ODM-3007	Core	Indirect Taxation (GST)	120	3	0	0	3	30	70	100
3	ODM-3000	Core	Corporate Accounting	120	3	0	0	3	30	70	100
4	ODM-3010	Core	Management Accounting	120	3	0	0	3	30	70	100
5	ODM-3003	Community Service	Community Service-3	120				2	30	70	100
6	-	Programme Elective	Programme Elective -1	120	3	0	0	3	30	70	100
7	-	Programme Elective	Programme Elective -2	120	3	0	0	3	30	70	100

B. Com. Semester-VI

S. N.	New Proposed Course Code	Course Type	Course Title	Contact Sessions	L	T	P	Total Credits	Internal Marks (through Assignments /Online Test)	External Marks (End-semester Exam)	Total Marks
1	ODM-3008	Skill Enhancement	Computer Applications	120	4	0	0	4	30	70	100
2	ODM-3004	Project / Viva	Major Project	120	0	0	4	4	30	70	100
3	ODM-3002	Project / Viva	Comprehensive Viva Voce	120	0	0	4	4	30	70	100
4	ODM-3006	General Proficiency	General Proficiency-3	120				2	30	70	100
5	-	Programme Elective	Programme Elective -3	120	3	0	0	3	30	70	100
6	-	Programme Elective	Programme Elective -4	120	3	0	0	3	30	70	100
			Total Year III Credits					**40**			
			Total Programme Credits					**120**			

Table 4: B. Com Programme Electives

S. N.	Course Code	Program Elective
Finance Electives		
1	ODM-3009	Behavioral and Personal Finance
2	ODM-3011	Security Analysis and Portfolio Management
3	ODM-3012	Introduction to Financial Institutions and Markets
4	ODM-3013	Management of Financial Services
5	ODM-3014	Money and Banking
HR Electives		
6	ODM-3015	Recruitment and Selection
7	ODM-3016	Performance and Competency Management
8	ODM-3017	Employee Training and Development
9	ODM-3018	Compensation and Reward Management
10	ODM-3019	Organization Change and Development
11	ODM-3021	Leadership
Marketing Electives		
12	ODM-3022	Customer Relationship Management
13	ODM-3023	Sales and Distribution
14	ODM-3024	Marketing of Services
15	ODM-3025	Retail management
16	ODM-3026	Integrated Marketing Communication
17	ODM-3027	Digital Marketing

This is a proposed list of Electives is a flexible basket from which students can chose basis their interest and career goals.

Procedure for Admission, Curriculum Transaction and Evaluation:

A. Admission

(a) Procedure

The University has adopted a transparent admission policy. All information relating to admissions, courses, curriculum would be displayed on the website of the university (www.ncuonline.edu.in) regularly. The admission norms prescribed by the UGC would be followed in its true spirit. The minimum eligibility for admission shall be as prescribed under the ordinances framed as per Haryana Private University Amendment Act, 2006. The admissions are done online. Fee remittance will also be done online. The Eligibility Criteria - 10+2 (in English Medium) examination conducted by Central Board of Secondary Education or equivalent examination from a recognized board.

(b) Academic Calendar

Programme delivery and activity planner with academic activities are provided in the prospectus, besides hosting the same in the website. The academic calendar of events will be notified well-in-advance on the website of the University. The sample Academic Calendar is given below for reference-

ACADEMIC CALENDAR				
	For ODD Semester		For Even Semester	
Name of the Activity	From (Month)	To (Month)	From (Month)	To (Month)
Admission	June	August	December	February
Distribution of SLM	July	August	January	February
Contact Programmes (Counselling, Practicals etc.)	September	November	March	May
Assignment Submission (if any)	September	November	March	May
Evaluation of Assignment	September	December	March	June
Examination	December	December	June	June
Declaration of Result	January	February	July	August
Re–registration	December	February	June	August

B. Curriculum Transaction

a. The details are given below-

- The study material prepared by the experts in the relevant subjects in print form and interactivemode are provided to the learners at the time of admission.
- A student programme guide containing detailed information about theprogramme is also provided to the learners at the time of admission.
- The curriculum of the programme is designed based on the discussions and opinion of peer group and industry resource persons.
- Curriculum matches with the guidelines of regulatory bodies in terms of credits.
- The Board of studies, Academic council and ordinances strengthen the curriculum.
- Delivery of lectures in the Personal Contact Programme (PCP) / counselling through face to face, videos, PPTs, e- counselling and audio-visual aids. The academic counselors deliver classroom lectures on the weekends for the distance education programme.

b. Evaluation Policy-

The academic assessment shall be based on the continuous assessment and end-semester examination. The details are given below-

- Continuous Assessment (CA) is the internal assessment comprises of assignments, quizzes, online tests, case analysis etc. that is conducted across the semester. It is given in details below-
  Continuous Assessment (CA) = 30 Marks
  Quizzes = 10 Marks
  Assignment = 20 Marks
- Summative Assessment is the End Semester Examination (ESE) = 70 Marks
  End Semester Examination - MCQs/Short Questions/Long Questions

Passing Criterion = 40 Marks (Overall)

Assessment Tools: Quizzes- MCQ / True-False /One word answer, Assignments - Case studies / Market Survey / Review Work / Numericals etc.

c. Notification-

The University would notify its admission policy, financial assistance, delivery of the programme, academic planning and other details on the website of the university for the information of the learners (www.ncuonline.edu.in).

d. Instructional delivery mechanisms-

The norms for delivery of courses is guided by UGC and amended from time to time. The schedule and other details of counselling sessions / personal contact programme will be notified by the university from time to time. The university would utilize audio visual resources for effectiveness of instructional materials and learning process.

e. Identification of media – print, video, online, computer aided, and student support service systems

Different interactive communication systems are identified and used to connect learners, resources, and instructors. The course material primarily in print, in the form of self-learning material, is provided to the learners in online and distance learning mode. The SLM are inter-alia self-explanatory, self-contained, self-directed at the learners, and amenable to self-evaluation, and enables the learners to acquire the prescribed level of learning in a course of study.

Learners will be provided with cognitive (academic), organizational, emotional and institutional support. Student support is done to develop a more effective learning and to overcome a problem which is inhibiting their progress. Cognitive support includes helping students to develop learning skills together with the important skills of assessment and feedback. Organizational support includes helping students with the management of their study time. Emotional support includes helping the students with motivating; developing self-confidence, managing the stress of learning will be extended, to ensure that there is no sense of isolation for the learners.

f. Requirement of the laboratory support and Library Resources-

Laboratory Support: A common laboratory facility has been provided for acquiring computer and soft skills.

Library Resources: The University provides library facilities in both traditional and digital mode, with proper security. A state of art library is in place in the University campus and a separate one is earmarked CDOE premises. The procedure of using the library is the same as in the conventional system.

g. Infrastructure Facilities available in the Institute-

The University has well- equipped laboratories; library; smart classrooms for conducting contact classes; ; IT labs; seminar halls for seminars/ workshops/ face-to-face discussions; guest house; canteen; gymnasium; auditorium for large gatherings etc.

h. Cost Estimate of the Programme and provisions-

The Proposed Programme Fee: Rs.50,000 per annum
Total Programme Fee (Proposed) = Rs.1,50,000/-

The above fees takes into account tuition fee, manpower cost (faculty and non-teaching staff), cost of study material, library facility, examination and evaluation costs, books and periodicals, postage and other overheads.

i. Quality assurance mechanism and expected programme outcomes-

The NorthCap University has established a Centre for Internal Quality Assurance (CIQA) to develop and put in place a comprehensive and dynamic internal quality assurance system. CIQA will ensure that the Programmes offered under distance and online education mode are being implemented with high standards and finest quality. To achieve this objective, a committee under CIQA is constituted to monitor the quality of course structure, credit framework, NEP compliance and the quality of video lectures and Self Learning Material (SLM) prepared for the B. Com programme before offered by Centre of Distance and Online Education (CDOE).

The main tasks of the Committee-

a. Review of syllabus for changes and improvement
b. Review of all self-learning material prepared for the learners and ensure minimum similarity
c. Review of quality of all video lectures
d. Overall check for the consistency in all the learning material prepared

The quality shall be maintained in the curriculum by taking the following measures:
- Formal feedback on SLM, Videos, PPT's, Case Studies, Quiz, Assignments contact classes/ counselling, examinations, student support service will be taken every year and utilized for the improvement.
- Board of Studies will review the curriculum and SLM from time to time.
- Academic peer suggestions for the improvement of SLM through reviews, workshops, seminars and conferences.

- Industry/ employers, professionals and others stakeholder suggestions will be taken
- Academic audit by inviting senior external experts

At the end of the three years of B. Com, the following objectives will be achieved-

Programme Educational Objective (PEOs)

1. Graduates can join professional career in fields of banking, finance service, research and consultancy in private as well as Govt. owned companies of repute in India and abroad.
2. Graduates can start their own business or join family business for growth and development
3. Graduates can pursue a relevant post-graduate study such as MBA, MBE, M. Com, MFC, CA, CS, ICWA and other professional courses.
4. Graduates will become informed and involved members of their communities, and socially responsible professionals.

Programme Outcomes (POs)

By the end of the B.Com programme, the students should be able to:

- Acquire basic knowledge of various disciplines in finance, economics, law, and management and to and apply the same to real business issues in a holistic manner. (Multidisciplinary Knowledge)
- Understand the basic concepts of finance and accounting that will help them to prepare and analyse various financial statements. (Finance and Accounts Application in Business)
- Understand the basic concepts of quantitative methods to apply in the study of other disciplines and prepare project reports. (Quantitative Application in Business)
- Understand the process of price and output decisions in product as well as factor market along with the behaviour of a consumer of spending his limited income to fulfil various needs. (Microeconomics)
- Understand the basic concepts of macro and monetary economics relevant to business decision. (Macro and Monetary Economics).
- Acquire the basic legal knowledge related the various business operations. (Law in Business)
- Understand the basic management functions and fundamentals of business management. (Basics Business Management)
- Understand various environmental problems and their impact on society and business. (Environmental Study)

- Demonstrate IT knowledge and skills for efficient and effective business processes and develop innovative methods of applying IT and e-commerce for competitive advantage. (IT proficiency)
- Demonstrate ethical conduct in personal and professional decisions and of business and an appreciation of the significance of business ethics and social responsibility in the decision-making process. (Ethics & Social Responsibility)
- Start their own business ventures or demonstrate their entrepreneurial capabilities for their employer organization. (Entrepreneurship)
- Develop expertise in a specific domain of business operations for further specialization. (Specialization)

Programme Specific Outcomes

- Ability to comprehend basic subjects of Commerce like Accounting, Finance and specialized knowledge in direct Tax, Indirect Tax, banking, entrepreneurship and creative thinking and negotiation skills etc. in line with market requirement to assimilate technological advancements for analyzing and designing systems and processes to arrive at the solution of real-world problems.
- Acquire problem solving, research, professional, competitive skills, exhibit skills like Empathy, EQ, Managerial & Inter-Personnel Skills and evolve strategies for work in teams for effectively using software of accounting, interpreting, analyzing financial statements pertinent to research and industry practices in the field accounting and finance.
- Ability to make use of acquired theoretical and technical knowledge, understanding of social cues, develop ethical practices and Imbibe values for better corporate governance, understanding of sustainability related concerns, the ecosystem of start up in the country, develop right blend of aptitude and attitude leading to holistic development of individual conscious to create opportunities for premium jobs in public and private banking area, MNCs, higher education, become a successful entrepreneur and a worthy global citizen.

Submitted by

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