



The NorthCap University

**Centre for Distance and Online Education**

**(Department of Business Studies)**

**Open and Distance Learning (ODL)**

**&**

**Online Learning (OL)**

**Regulations and Course Booklet**

**Bachelors of Business Administration (BBA)**

**Batch: 2023-24**

## **PREAMBLE**

The Centre for Distance and Online Education (CDOE), The NorthCap University, has adopted the curriculum that has relevance to the local, national, regional, and global developmental needs with well-defined Program Educational Objectives (PEO's), Program Objectives (PO's) and Program Specific Objectives (PSO's) at the program level and Course Outcomes (CO's) at individual course level.

The unique and industry relevant curriculum of undergraduate and postgraduate programs offered by the Centre for Distance and Online Education is committed to a liberal education philosophy and promotes quality teaching as well as research aligned with NEP 2020, to meet the industry and societal needs.

The Department of Business Studies is established under CDOE and has defined PEOS and POS with an aim to create globally competent professionals, business leaders and entrepreneurs to meet the current and future needs, introduce research for addressing the economic challenges to build a sustainably developed world. It will help inculcate national ethos and values to the ignited minds for serving community on business, economic or policy issues. The curriculum will enable students to apply analytical framework for business development and decision-making by appropriate consideration of social and environmental welfare at local, regional, national, and global level. The curriculum is regularly reviewed for any revisions or new courses which will help address the need of the academics, industry, and society. Regular feedback on the curriculum is taken from all stakeholders' i.e., students, parents, faculties, and industry experts. The curriculum is benchmarked with reputed national and international institutions/Universities.

The robust curriculum aims to narrow down the gap between academia and industry to increase employment opportunities and at the same time aims to promote research and innovation to meet the local, regional, national, and global demand for new forms of knowledge.

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# **1. VISION AND MISSION OF CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)**

## **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

## **2. VISION, MISSION, OBJECTIVES AND HIGHLIGHTS OF BACHELOR OF Business Administration (BBA) PROGRAMME**

### **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 instil the entrepreneurial spirit among potential future business leaders.

### **OBJECTIVES**

The objectives of the programme are:

- To provide knowledge in management disciplines with an understanding of its applicability in business decision making for positive social impact.
- To inculcate an attitude and desire to learn.

- To strengthen the foundation for further specialization in various business domains.
- To develop competent professionals committed to excellence.

### **Program Highlights**

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

### **3. PROGRAMME EDUCATIONAL OBJECTIVES, PROGRAMME SPECIFIC OUTCOMES AND PROGRAMME OUTCOMES - BBA**

#### **Program Educational Objective (PEO's)**

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 (PO's)**

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 (PSO's)**

- 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.

## 4. REGULATIONS: BBA ODL & OL PROGRAMME

### 4.1 PRELIMINARY DEFINITIONS AND NOMENCLATURE

The regulations of The NorthCap University CDOE are in line with the University Grants Commission (Open and Distance Learning Programmes and Online Programmes) Regulations, 2020. In these Regulations, unless the context otherwise requires; and are mentioned below:

- i) **“Programme”** means Under Graduate Degree Programme (BBA) offered under Open and Distance (ODL) and Online Learning (OL) mode.
- ii) **“Course”** means a theory/ practical/ seminar/ Project work and any other subject that is normally studied in a semester.
- iii) **“Institution”** means The NorthCap University, Gurugram.
- iv) **“Academic Council”** means the Academic Council, which is the apex body on all academic matters of The NorthCap University.
- v) **“Dean (Academic Affairs)”** means Dean (Academic Affairs) of The NorthCap University who administers the academic matters.
- vi) **“Dean (Student Affairs)”** means Dean (Student Affairs) of The NorthCap University, who looks after the welfare and discipline of the students.
- vii) **“Controller of Examinations”** means the Controller of Examinations of The NorthCap University who is responsible for the conduct of examinations and declaration of results.
- viii) **“Director”** means the Director of The NorthCap University Centre for Distance and Online Education.
- ix) **“Open and Distance Learning”** means mode of providing flexible learning opportunities by overcoming separation of teacher and learner using a variety of media, including print, electronic, online and occasional interactive face-to-face meetings with the learners or Learner Support Services to deliver teaching-learning experiences, including practical or work experiences.
- x) **“Online Learning”** means mode of providing flexible learning opportunities by overcoming separation of teacher and learner using internet, e-learning materials and full-fledged programme delivery through internet using technology assisted mechanism and resources.

- xi) **“Self-Learning e-Module (SLM) for Online mode”** means a modular unit of course material in e-learning form which is inter alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study and includes contents in the form of a combination of the following e-Learning content, namely:
- (a) e-Text Materials;
  - (b) Video Lectures;
  - (c) Audio-Visual interactive material;
  - (d) Virtual Classroom sessions;
  - (e) Audio Podcasts;
  - (f) Virtual Simulation; and
  - (g) Self-Assessment Quizzes or Tests;
- xii) **“Self-Learning Material (SLM) for Open and Distance Learning mode”** means and includes contents in the form of course material, whether print or in e-form, which is inter-alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study, but does not include text-books or guide-books.

## 4.2 PROGRAMMES OFFERED, MODE OF STUDY AND ADMISSION REQUIREMENTS

### 4.2.1 U.G. Programmes Offered

The various U.G. Programmes offered and their modes of study are as follows:

Programme	Mode of Study	Pattern
BBA	ODL & OL	Semester

### 4.2.2 Mode of Study

- **Open and Distance Learning (ODL)**

Mode of providing flexible learning opportunities by overcoming separation of teacher and learner using a variety of media, including print, electronic, online and occasional

interactive face- to-face meetings with the learners or Learner Support Services to deliver teaching-learning experiences, including practical or work experiences.

- **Online Learning (OL)**

Mode of providing flexible learning opportunities by overcoming separation of teacher and learner using internet, e-learning materials and full-fledged programme delivery through internet using technology assisted mechanism and resources.

### 6.2.3 Eligibility for Admission into ODL & OL Programmes (BBA)

S. No.	Programme	Admission Eligibility and Procedure
1	BBA (ODL & OL)	<p>The University has adopted a transparent admission policy. All information relating to admissions, courses, curriculum would be displayed on the website of the university (<a href="http://www.ncuonline.edu.in">www.ncuonline.edu.in</a>) regularly.</p> <p>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. The Eligibility Criteria is 10+2 with 40% from any recognized board.</p>

- Admission Eligibility requirements for ODL & OL programme (BBA) are same as programmes offered in full time regular (conventional) mode under respective Regulations.
- Eligibility conditions for admission such as physical fitness will be as prescribed by this Institution from time to time.

## 5. INSTRUCTIONAL DESIGN AND COURSE-CREDIT FRAMEWORK FOR BBA PROGRAMMES

### 5.2 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 BBA Programmes 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 counsellors 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, counselling and mentoring sessions are embedded in the pedagogy to provide an effective delivery mechanism in the online mode. Academic team consisting of faculty, counsellors are competent to deliver lectures and conduct counselling sessions. The University will have virtual classroom delivery mode as required.

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 1** below gives the norms for delivery of each of the courses of BBA programme through Open and Distance Learning, and Online Mode.

<b>Table1: Program Delivery for BBA Programmes</b>							
<b>Details</b>	<b>No. of Assignments</b>	<b>Total Learning Hours</b>	<b>Total Counselling Sessions</b>	<b>Self-Learning Material</b>	<b>Credits</b>	<b>PPTs</b>	<b>Videos</b>
<b>Core Courses</b>	2	<b>120</b>	<b>12</b>	4 Units X 20 Sub-units (Includes MOOCs)	3/4 Credits	20	20
<b>Program Electives</b>	2	<b>120</b>	<b>12</b>	4 Units X 20 Sub-units (Includes MOOCs)	3/4 Credits	20	20

<b>Skill Enhancement</b>	2	<b>120</b>	<b>12</b>	4 Units X 20 Sub- units (Includes MOOCs)	3/4 Credits	20	20
<b>Ability Enhancement</b>	2	<b>120</b>	<b>12</b>	4 Units X 20 Sub- units (Includes MOOCs)	3/4 Credits	20	20

### 5.3 COURSE-CREDIT FRAMEWORK (BBA)

The semester-wise detailed Three-Year Programme Structure with credit framework is given in the **Table 2 and 3** (BBA). 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.

<b>Table 2: BBA Programme Structure</b>											
<b>Total Credits- 120</b>											
<b>Duration – Three Years</b>											
<b>Sr No</b>	<b>New Proposed Course Code</b>	<b>Course Type</b>	<b>Course Title</b>	<b>Contact Sessions</b>	<b>L</b>	<b>T</b>	<b>P</b>	<b>Total Credits</b>	<b>Continuou s Assessment</b>	<b>End Semester Examination</b>	<b>Total Marks</b>
<b>BBA Semester-I</b>											
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
<b>Total Credits</b>								<b>20</b>			

<b>BBA Semester-II</b>											
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
<b>Total Credits</b>								<b>20</b>			
<b>Total Year I Credits</b>								<b>40</b>			
<b>BBA Semester-III</b>											
1	ODM-2001	Core	Income Tax	120	4	0	0	4	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
<b>Total Credits</b>								<b>20</b>			

<b>BBA Semester-IV</b>											
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
<b>Total Credits</b>								<b>20</b>			
<b>Total Year II Credits</b>								<b>40</b>			
<b>BBA Semester-V</b>											
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
<b>Total Credits</b>								<b>20</b>			

<b>BBA Semester-VI</b>											
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
<b>Total Credits</b>							<b>20</b>				
<b>Total Year III Credits</b>							<b>40</b>				
<b>Total Program Credits</b>							<b>120</b>				

**Table 3: BBA Programme Electives**

<b>BBA Program Electives (Finance Specialization)</b>			
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

<b>BBA Program Electives (HRM Specialization)</b>			
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
<b>BBA Program Electives (Marketing Specialization)</b>			
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

## 6. ACADEMIC CALANDER

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	To	From	To
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

## 7. CURRICULUM TRANSACTION

**(a) The details for curriculum transaction are given below:**

- 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.
- A student programme guide containing detailed information about the programme 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 counsellors 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](http://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) Programme Fee**

Programme Fee: Rs.24,000 per annum

Total Programme Fee = Rs.72,000/-

The above fees take 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

- Review of syllabus for changes and improvement
- Review of all self-learning material prepared for the learners and ensure minimum similarity
- Review of quality of all video lectures
- 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

## 8. SCHEME AND SEMESTER WISE COURSE TEMPLATES (BBA)

### SEMESTER SCHEME (BBA)

The Semester-wise Study Scheme is given below-

S. N.	Course Code	Course Type	Course Title	Total Credits	Internal Marks	External Marks (End-semester Exam)	Total Marks
<b>Semester I</b>							
1	ODU-1000	Ability Enhancement	Business Communication - I	4	30	70	100
2	ODU-1010	Core	Environmental Studies	3	30	70	100
3	ODM-1001	Core	Principles of Management	4	30	70	100
4	ODM-1010	Core	Statistics and Research Methodology-I	3	30	70	100
5	ODM-1003	Core	Financial Accounting	3	30	70	100
6	ODM-1005	Community Service	Community Service-I	3	30	70	100
<b>Semester II</b>							
1	ODU-1020	Ability Enhancement	Business Communication - II	4	30	70	100
2	ODM-1002	Core	Legal Aspects of Business	3	30	70	100
3	ODM-1004	Core	Financial Management	4	30	70	100
4	ODM-1006	Core	Principles of Economics	3	30	70	100
5	ODM-1020	Core	Statistics & Research Methodology-II	3	30	70	100
6	ODM-1008	General Proficiency	General Proficiency-I	3	30	70	100
<b>Total Credits: 40</b>							

<b>Semester III</b>							
<b>S. N.</b>	<b>Course Code</b>	<b>Course Type</b>	<b>Course Title</b>	<b>Total Credits</b>	<b>Internal Marks</b>	<b>External Marks (End-semester Exam)</b>	<b>Total Marks</b>
1	ODM-2001	Core	Income Tax	4	30	70	100
2	ODM-2003	Core	Marketing Management	3	30	70	100
3	ODM-2005	Core	Fundamentals of Banking	3	30	70	100
4	ODM-2007	Core	E- Commerce	4	30	70	100
5	ODM-2009	Core	Organizational Behaviour	3	30	70	100
6	ODM-2011	Community Service	Community Service-II	3	30	70	100
<b>Semester IV</b>							
1	ODU-2000	Ability Enhancement	Human Values and Professional Ethics	3	30	70	100
2	ODM-2002	Skill Enhancement	Computer Applications for Business	4	30	70	100
3	ODM-2000	Core	Entrepreneurship	4	30	70	100
4	ODM-2006	Core	Human Resource Management	3	30	70	100
5	ODM-2008	General Proficiency	General Proficiency-II	3	30	70	100
6	ODM-2010	Core	Cost Accounting	3	30	70	100
<b>Total Credits: 40</b>							

<b>Semester V</b>							
<b>S. N.</b>	<b>Course Code</b>	<b>Course Type</b>	<b>Course Title</b>	<b>Total Credits</b>	<b>Internal Marks</b>	<b>External Marks (End-semester Exam)</b>	<b>Total Marks</b>
1	ODM-3001	Core	Business Policy and Strategic Management	4	30	70	100
2	ODM-3029	Core	Consumer Behaviour	4	30	70	100
3	ODM-3003	Community Service	Community Service-III	3	30	70	100
4		Program Elective	Program Elective-I	3	30	70	100
5		Program Elective	Program Elective-II	3	30	70	100
6		Program Elective	Program Elective-III	3	30	70	100
<b>Semester VI</b>							
1	ODM-3002	Project and Viva	Comprehensive Viva Voce	4	30	70	100
2	ODM-3004	Project and Viva	Major Project	4	30	70	100
3	ODM-3006	General Proficiency	General Proficiency-III	3	30	70	100
4		Program Elective	Program Elective-IV	3	30	70	100
5		Program Elective	Program Elective-V	3	30	70	100
6		Program Elective	Program Elective-VI	3	30	70	100
<b>Total Credits: 40</b>							
<b>Total Programme Credits: 120</b>							

The course outline for each of the offered courses is given below: