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.

	Т	able 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 / Open Electives = 18 credits				
		Skill Enhancement 1 Courses = 4 credits				
		Ability Enhancement 3 Courses = 11 credits				
		Community Services = 9 credits				
		General Proficiency = 9 credits				
	0.101	Project & Viva = 8 credits				
5	Self-Learning Materials	Units and Subunits				
		Core Courses = 4 Units X 20 Subunits (Includes				
		MOOCs) Program / Open Floatives - 4 Units V 20 Subunits				
		Program / Open Electives = 4 Units X 20 Subunits Skill Enhancement Courses = 4 Units X 20 Subunits				
		(Include MOOC)				
		Ability Enhancement Courses = 4 Units X 20 Subuni				
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				
10		Assurance.				
13	Expected outcome	Communication skills				
		Employability				
		Responsible citizens in the competitive world				
		Enhancement of Quality of knowledge Higher Education				
L		Inghoi 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 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:

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

- **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.

NoCourse CodeCourse TypeCourse TitleSesBBA Semester-I1ODU-1000Ability EnhancementBusiness Communication - I12ODU-1010CoreEnvironmental Studies13ODM-1001CorePrinciples of Management14ODM-1010CoreStatistics and Research Methodology-I15ODM-1003CoreFinancial Accounting1	Contact	L	Т					
Sr New Proposed Course Type Course Title BBA Semester-I 1 ODU-1000 Ability Enhancement Business Communication - I 2 ODU-1010 Core Environmental Studies 1 3 ODM-1001 Core Principles of Management 1 4 ODM-1010 Core Statistics and Research Methodology-I 1 5 ODM-1003 Core Financial Accounting 1	Contact	L	Т					
Course CodeCourse TitleBBA Semester-I1ODU-1000Ability EnhancementBusiness Communication - I12ODU-1010CoreEnvironmental Studies13ODM-1001CorePrinciples of Management14ODM-1010CoreStatistics and Research Methodology-I15ODM-1003CoreFinancial Accounting1		L	Т				1	
1ODU-1000Ability EnhancementBusiness Communication - I12ODU-1010CoreEnvironmental Studies13ODM-1001CorePrinciples of Management14ODM-1010CoreStatistics and Research Methodology-I15ODM-1003CoreFinancial Accounting1			1	P	Total Credits	Continuous Assessment	End Semester Examina tion	Total Marks
2ODU-1010CoreEnvironmental Studies13ODM-1001CorePrinciples of Management14ODM-1010CoreStatistics and Research Methodology-I15ODM-1003CoreFinancial Accounting1								
3 ODM-1001 Core Principles of Management 1 4 ODM-1010 Core Statistics and Research Methodology-I 1 5 ODM-1003 Core Financial Accounting 1	120	4	0	0	4	30	70	100
4 ODM-1010 Core Statistics and Research Methodology-I 1 5 ODM-1003 Core Financial Accounting 1	120	3	0	0	3	30	70	100
5 ODM-1003 Core Financial Accounting 1	120	4	0	0	4	30	70	100
	120	3	0	0	3	30	70	100
	120	3	0	0	3	30	70	100
6 ODM-1005 Community Service Community Service-I	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 1	120	4	0	0	4	30	70	100
	120	3	0	0	3	30	70	100
	120	4	0	0	4	30	70	100
4 ODM-1006 Core Principles of Economics 1	120	3	0	0	3	30	70	100
5 ODM-1020 Core Statistics & Research Methodology-II 1	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	Total Year I Credits 40							

			BBA Semester-III								
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
			Total Credits					20			
			BBA Semester-IV		_				1	<u> </u>	
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					l			
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											
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	Open Elective-I	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				

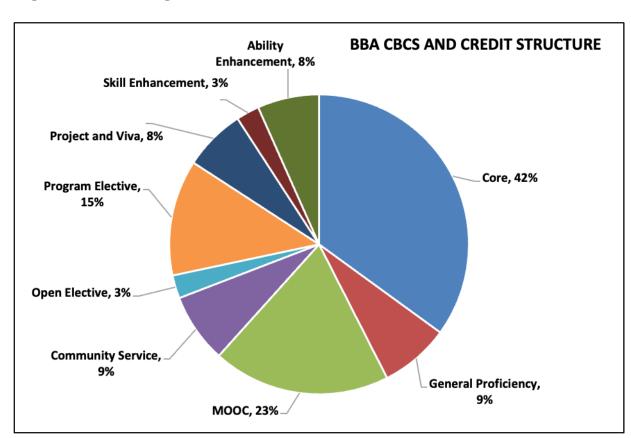
Open Electives

Introduction to Industrial 4.0 and industrial IOT	Getting Started with Competitive Programming
Introduction to IOT	Wildlife Ecology
Joy of Computing using Python	Cryptography and Network Security
Problem Solving Through Programming In C	Ethical Hacking

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

The above distribution of courses indicates that the core domain courses are 42% while the other courses including MOOC (58%), 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. 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. Figure 1 below indicates the overall credit distribution of the BBA programme.

Figure 1: BBA Programme and Overall Credit Distribution



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 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.24,000 per annum

Total Programme Fee (Proposed) = Rs.72,000/-

(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.

Open Electives

The Programme has been structured in accordance with Choice Based Credit System (CBCS). The programme includes core, program and open elective courses offering students the opportunities to explore areas of research and study that lie outside the domain of management and business courses.

Submitted by

Department of Business Studies Centre of Distance and Online Education The NorthCap University Gurugram - 122 017, Haryana India

Annexures: Faculty Details Course Booklet with Syllabus

Annexure - Faculty Details

Course Code	Course Title	Faculty
	Semester I	
ODU-1000	Business Communication - I	Dr Chetna Karnani
ODM-1001	Principles of Management	Dr Minakshi Sehrawat/ Dr Parul Khanna
ODM-1010	Statistics and Research Methodology-I	Dr Priyanka Banerji
ODM-1003	Financial Accounting	Dr Preeti Chawla
ODM-1005	Community Service-I	Mr. Ashish Budhwar
	Semester II	
ODU-1020	Business Communication - II	Dr Payal Khurana
ODM-1002	Legal Aspects of Business	Ms. Kanika Kaushik
ODM-1004	Financial Management	Dr Preeti Chawla
ODM-1006	Principles of Economics	Dr Shaveta Sachdeva
ODM-1020	Statistics & Research Methodology-II	Dr Priyanka Banerji
ODM-1008	General Proficiency-I	Ms. Shikha Yadav
	Semester III	
ODM-2001	Income Tax	Dr Ashima Saxena
ODM-2003	Marketing Management	Dr Kanchan Yadav
ODM-2005	Fundamentals of Banking	Dr Akasha Sandhu
ODM-2007	E- Commerce	Dr Akshat Aditya Rao
ODM-2011	Community Service-II	Mr. Ashish Budhwar
	Semester IV	
ODU-2000	Human Values and Professional Ethics	Ms. Tulika Mahapatra
ODM-2002	Computer Applications for Business	Sonal Saurabh
ODM-2008	General Proficiency-II	Ms. Shikha Yadav
ODM-2010	Cost Accounting	Dr Akasha Sandhu
	Semester V	
ODM-3001	Business Policy and Strategic Management	Dr Akshat Aditya Rao
ODM-3003	Community Service-III	Mr. Ashish Budhwar
	Program Elective-I	-
	Program Elective-II	-
	Program Elective-III	-
	Semester VI	
ODM-3002	Comprehensive Viva Voce	Dr Shaveta Sachdeva
ODM-3004	Major Project	-
ODM-3006	General Proficiency-III	Ms. Shikha Yadav

Program Elective-IV	-
Program Elective-V	-
Program Elective-VI	-