

**DR.MGR Educational and Research Institute,
(Deemed to be University)
Maduravoyal, Chennai – 600095
DIRECTORATE OF DISTANCE EDUCATION**

Programme Project Report for B.B.A.

Programme's Mission and Objectives:

- To impart business administration skills to the aspirants so as to excel in academics.
- To acquire and utilize the business administration knowledge for the effective management of every business around the world.

Relevance of the programme: With the focus on both theoretical and practical knowledge, the programme prepares the students to strengthen the business development, entrepreneurship and administration and excel at both national and international levels.

Nature of prospective target group: The programme is offered to the students of rural, semi-urban and urban background who aspire to acquire knowledge in the respective field but could not continue the education through regular classes, owing to various constraints.

Appropriateness of the programme: By offering this course through open and distance learning, people in all sections of the society will acquire sufficient knowledge and understanding of every aspect in management that will reflect in their professional and occupational fields that will boost their skill and competencies.

Instructional design: The curriculum of the programme is designed and approved by the Board of Studies of the University, so as to enlighten the learners in all aspects of the programme.

Procedure for admissions: The eligibility for admission in the programme is a pass in Higher Secondary Examination, conducted by the Government of Tamil Nadu or an examination accepted as equivalent (10 + 2).

Cost Estimate for the Programme

S.No	Description	Number of resources	Rate (Rupees)	Total (Rs.)
1	Honorarium to lesson writers	4	10,000	40,000
2	Printing of Study Materials	-	-	40,000
3	Honorarium to Resource Persons for 50 hours each	4	200	40,000

Procedure for Curriculum Evaluation: The curriculum will be evaluated by the Board of Academic Studies nominated by the University.

Quality Assurance Mechanism and expected outcome: The quality of the course will be reviewed based on the performance of the students and if 80% of the students are able to clear in the first attempt, the expected outcome has been achieved.

B.B.A.
(Directorate of Distance Education)
(Annual Pattern)

Year	Title of the paper	Credit	Exam Hrs	Marks
I	Language Paper –I	4	3	100
	English Paper-I	4	3	100
	Major Paper-I Principles of Management	8	3	100
	Major Paper- II Organizational Behavior	8	3	100
	Allied Paper- I Managerial Economics	6	3	100
II	Language Paper –II	4	3	100
	English Paper-II	4	3	100
	Major Paper-III-Marketing Management	8	3	100
	Major Paper-IV- Management and Financial Accounting	8	3	100
	Allied Paper-II-Business Mathematics	6	3	100
III	Major Paper-V- Business Ethics and Communication	8	3	100
	Major Paper-VI – Business Law	8	3	100
	Major Paper-VII- Entrepreneurship	8	3	100
	Applied Paper-I- Human Resource Management	8	3	100
	Applied Paper-II- Business Statistics & Operations Research	8	3	100
	TOTAL	100	---	1500