



ARKA JAIN
University
Jharkhand



Programme Project Report (PPR)
Bachelor of Business Administration (BBA)
2024-25

ARKA JAIN Centre for
Distance and Online Education
ARKA JAIN University, Jharkhand

About ARKA JAIN University

ARKA JAIN University was established in 2017. The university is situated in the serene, picturesque and green campus of 18.15 acres in the neighbourhood district of India's first Industrial City Jamshedpur (Tata Nagar). It is located in the tribal district of Seraikela–Kharsawan of Jharkhand. The University obtained 2(f) status from the University Grants Commission (UGC) and thus recognized by it as a degree awarding Institution. ARKA JAIN University is the first private university in the entire Kolhan region of Jharkhand which comprises of three districts namely East Singhbhum, West Singhbhum and Seraikela–Kharsawan. Based on its academic and research performance, innovation outputs and societal. ARKA JAIN university is the first state Private University in Bihar, Jharkhand & West Bengal to be NAAC Grade A accredited. The University is ranked 3rd among the Top 15 emerging state private universities in the country by the prestigious Outlook iCare University rankings.

Vision:

To Develop Human Capital by creating spirited learning environment by empowering the students with knowledge, skills and instil social responsibility towards holistic development

Mission

- To impart multidisciplinary and a holistic education in order to ensure the unity and integrity of all knowledge
- To create academic impact through a combination of age-old tradition with modern scientific knowledge
- To create a lifelong learning environment that nurtures intellectual inquisitiveness, holistic & critical thinking, ethics and human values, equity and inclusion, and life skills, and thus making students responsible citizens and nation builder
- To augment the employability aspect of students as per global requirements
- To provide ideal environment for research, innovation, consultancy and entrepreneurship for larger and wider socio-economic and humanistic progress
- To endow the faculty and staff members with necessary means so that they can deliver on the stated lines
- To create a global tribe of technocrats, managers, entrepreneurs, scientists, biologists, pharmacists, artists and other professionals
- To engage with industry, and society at large, in productive manner
- To promote respect for diversity and respect for the local context in all curriculum, pedagogy, and policy

Quality Policy

- To make sure that the academic programmes meet the accepted norms as per the stakeholder's requirements
- To ensure effective functioning of processes, systems and policies pertaining to quality standards at various levels
- To foster quality enhancement to realise academic excellence
- To empower students with knowledge, skills, attitudes by imparting quality education

Core Value

- Ethics and integrity
- Environmental consciousness & sustainable development
- Promotion of Indian culture & heritage
- Active citizenry
- Intellectual and Moral Uprightness
- Service to society and contribution towards national development

Bachelor of Business Administration

1. Programme's mission & Objectives

Mission:

- To provide a special learning environment that supports students from diverse backgrounds and helps them grow into world-class citizens.
- To develop moral leaders with a strong sense of social responsibility and an awareness of the workings of the corporate world.
- To collaborate globally with academic institutions, industries, government and society for the development of sustainable world.

Objective

- To Align Curriculum with Industry trends for Practical relevance
- To create opportunities for interdisciplinary learning, human values and professional ethics
- To develop holistic mindset and develop responsible citizens who are employable at local, national and global level
- To enable students to develop critical managerial thinking skills and entrepreneurial acumen

2. Relevance of the Program with HEI's Mission and Goals

ARKA JAIN University, Jharkhand was established with a vision to become a University with commitment to excellence in education, research and innovation aimed towards human advancement.

The basic purpose of Open and Distance Learning (ODL) and Online Learning (OL) includes the ability to respond flexibly to the need for working adults to obtain training, and to provide opportunities for those who are most deprived by existing provision. ODL/OL will provide quality education and skill development in all spheres of higher learning. The effective use of information and communication technology will build dynamic techno- structure in curriculum development, teaching pedagogy and in system management. Open and Distance learning and Online Learning will also create learner centric approach and virtual support to develop all round personality of learner.

The ODL/OL program's objectives are to offer educational opportunities to all eligible and eager individuals who, for personal or professional reasons, are unable to enrol in conventional courses. Due to personal and professional obligations, many prospective students are unable to enrol in regular courses. The program's aims and objectives align with the mission and vision of HEI.

The proposed programme is highly relevant to the AJU's mission i.e.

- Facilitate holistic education through knowledge sharing, skilling, research and entrepreneurial development.
- Integrate academic and industrial collaborations towards nation's development.
- Mentor students' physical, mental, emotional, secular and spiritual attributes to become a valued human resource

As it aims to provide quality education to those aspiring candidates who are deprived of higher education due to the limited number of intake in the conventional mode of education in the Universities.

Moreover, to keep the quality intact the curriculum and syllabus has been designed at par with the conventional mode keeping in mind the specific needs and acceptability of the learners' ODL/OL mode and in keeping with the aims and objectives of the University ensuring the industry and future skills relevance.

3. Nature of Prospective Target group of learners

The Open & Distance Education programme and Online Learning programme at ARKA JAIN University, Jharkhand aims at developing competencies in design, development, implementation and management of programmes at all levels of education, including the corporate training. Thus, the target group of the programme includes diverse class of learners includes large cross section of people, working professionals, Students, trainers, training managers as well as those who cannot attend a full-time program due to constraints.

Moreover, to keep the quality intact the curriculum and syllabus has been designed at par with the conventional mode keeping in mind the specific needs and acceptability of the learners' ODL and OL mode and in keeping with the aims and objectives of the University ensuring the industry and future skills relevance.

Candidates who want to take admission into the BBA programme must fulfil the following requirements in order to be eligible –

- 1. To obtain admission in BBA program offered through ODL/OL mode, the learner must have completed 10+2 in any stream.*
- 2. The learner must have pass at 10+2 examination*

The ODL/OL- BBA program offered by ARKA JAIN University caters the needs of diverse groups of undergraduate students from all disciplines living in the varied regions and social structures. These students include those from low-income backgrounds, those who live in rural areas, women, and minorities who have limited access to traditional higher education institutions.

4. Appropriateness of programme to be conducted in Open and Distance Learning and Online mode to acquire specific skills and competence

With a practice of flexible and open system of education in regard to method and place of learning, combination of courses and eligibility for enrolment, age for entry and methods of evaluation etc., the University has identified the following programme outcomes and programme specific outcomes as acquirement of specific skills and competence for BBA programme.

Programme Outcomes (PO)

[PO.1]. Disciplinary Knowledge: Capability of demonstrating comprehensive knowledge and understanding of one or more disciplines that form a part of an undergraduate programme of study.

[PO.2]. Effective Communication Skills: Ability to express thoughts and ideas effectively in writing and orally; communicate with others using appropriate media; knowing the barriers and overcoming them to produce effective communication; confidently share one's views and express herself/ himself; demonstrate the ability to listen carefully, read and write analytically; and present complex information in a clear and concise manner to different groups.

[PO.3]. Critical Thinking: Capability to apply analytic thought to a body of knowledge; analyze and evaluate evidence, arguments, claims, beliefs empirically; identify relevant assumptions or implications; formulate coherent arguments; critically evaluate practices, policies and theories by following scientific approach to knowledge and development.

[PO.4]. Problem Solving – Problem to Situation Mindset: Capacity to extrapolate from what one has learnt and apply his/ her competencies to look at different kinds of both familiar and non-familiar problems as situations and come out with a set of feasible solutions and apply the same to achieve desired outcomes.

[PO.5]. Team Work: Ability to work effectively and respectfully with diverse teams; facilitate cooperative or coordinated effort on the part of a group, and act together as a group or a team in the interests of a common cause and work efficiently as a member of the team and produce desired results.

[PO.6]. Moral and Ethical Awareness: Ability to embrace moral and ethical values, formulate and use ethical practices in all realms of life and capable of demonstrating the ability to identify ethical issues and avoid all forms of unethical behavior.

[PO.7]. Leadership: Identify and characterize themselves in various leadership roles

and managerial capabilities; mapping out the goals of a team, building a team and motivating the team members to accomplish the goals effectively and efficiently.

[PO.8]. Lifelong Learning: Ability to acquire knowledge and skills through a self-directed, lifelong learning process; diagnosing self learning needs and formulating learning goals which are aimed at personal development, meeting social, economic and cultural objectives.

[PO.9]. Effective Citizenship: Demonstrate empathetic social concern and equity centered national development and the ability to act with an informed awareness of issues and participate in civic life through volunteering.

[PO.10]. Environment and Sustainability: Understand the importance of environmental context; identify environmental concerns, developing thought process to address the concerns and better understanding of sustainable practices and their implications.

Programme Specific Outcomes (PSO)

[PSO.1]. Develop Holistic Business Acuity: During the conduct of the course students will be able to acquire and develop key skills in the varied disciplines of management, business, operations, information systems, accounting, economics, finance, human resources and marketing.

[PSO.2]. Situation Analysis: Students after undergoing study and discussions on relevant subjects would be able to gain essential communication, research and technological skills much needed to respond to a business situation and acquire the capability to take decisions and appropriate course of action. Students need to understand each situation by analyzing its pros and cons, which will in the process enhance their problem solving ability and quick decision-making skills.

[PSO.3]. Assimilate Entrepreneurial Spirit: Students eager to take up self-managed businesses will be given the opportunity to learn the nuances of entrepreneurship.

[PSO.4]. Practical Learning: Students will acquire practical learning through summer internships, industrial visits, business plans etc.

[PSO.5]. New Dimension and Research Orientation: Students will understand and develop the new dimensions of knowledge through open electives to cater the need of the industry. Students will also develop ability to recognize cause-effect relationships, define problems, formulate and test hypotheses, analyze, interpret and draw conclusions from data and report the results of a research oriented experiment or investigation.

5. Instructional Design

The BBA program is intended for management professional/management aspirants who are interested in pursuing formal management education. The BBA program provide learners with a solid grounding in learning management theories and research, up-to-date knowledge in instructional design, hands-on experience with current distance education technologies, and individualized student support.

Various courses offered under BBA programmes: Bachelors of Business Administration with specialization –

- Finance
- Marketing
- Human Resource

Course Materials

Learning material is prepared for the courses by teams of experts drawn from conventional universities, Management institutions and professionals and in-house faculty. These materials are Edited by the content experts and language experts before they are finally sent to the press. Similarly, audio and video programmes are produced in consultation with the course writers, in-house faculty and producers. These materials are previewed and reviewed by the faculty as well as outside experts and edited or modified wherever necessary before they are dispatched to the Study Centres.

Duration

The total duration of the program is 3 years, consist of 6 semesters.

Faculty and Support Staff

The University has identified the requisite faculties and support staff as mandated by the UGC and those staff members have been assigned the post specifically for the ODL/OL mode programme. The Course material prepared by the Centre of Distance and Online Education faculty is as per the guidelines and regulations 2020 set by UGC.

Instructional Delivery Mechanism

The ODL/OL of ARKA JAIN University follows the usage of the modern ICT (Information & Communication Technology) enabled approach for instruction. Learning material will be provided to the students through Print Media. Audio Video material, E-books or E-notes, and technological support through Learning Management System will be provided to the students to enable two way communication between the learner and the provider.

Medium of Instruction

The medium of instructions and examination in ENGLISH only.

Programme Structure

The BBA Programme consists of 6 semesters, two semesters in each Year.

Semester 1				
Course Code	Course Name	Internal	External	Credits
BBA-OD-101	English	30	70	4
BBA-OD-102	HRM and Organizational Behaviour	30	70	4
BBA-OD-103	Financial Accounting	30	70	4
BBA-OD-104	Modern Business Environment	30	70	4
BBA-OD-105	Digital Fluency and Financial Modelling	30	70	3
BBA-OD-106	Financial Literacy and Planning	30	70	2
	Total			21

Semester 2				
Course Code	Course Name	Internal	External	Credits
BBA-OD-201	Business Regulatory Framework	30	70	4
BBA-OD-202	Financial Markets and Instruments	30	70	4
BBA-OD-203	Business Management	30	70	4
BBA-OD-204	Business Economics	30	70	3
BBA-OD-205	Communicative English	30	70	4
BBA-OD-206	Indian Knowledge System - I	30	70	2
	Total			21

Semester 3				
Course Code	Course Name	Internal	External	Credits
BBA-OD-301	Managerial Finance	30	70	4
BBA-OD-302	Marketing Management	30	70	4
BBA-OD-303	Business Ethics and negotiation skills	30	70	4
BBA-OD-304	Personality Development and Leadership skills	30	70	3
BBA-OD-305	Research Methodology	30	70	4
BBA-OD-306	Environmental Science	30	70	2
	Total			21

Semester 4				
Course Code	Course Name	Internal	External	Credits
BBA-OD-401	Entrepreneurship	30	70	4
BBA-OD-402	Operations Management	30	70	4
BBA-OD-403	Advanced Financial Management	30	70	4

BBA-OD-404	Behavioral Finance	30	70	4
BBA-OD-405	Training & Development	30	70	4
BBA-OD-406	Workforce Planning	30	70	4
BBA-OD-407	Consumer Behavior	30	70	4
BBA-OD-408	Advertising and Sales Promotion	30	70	4
BBA-OD-409	Quantitative Techniques for Business	30	70	3
BBA-OD-410	Indian Knowledge System - II	30	70	2
	Total			21

Semester 5				
Course Code	Course Name	Internal	External	Credits
BBA-OD-501	Direct Tax	30	70	4
BBA-OD-502	Cost and Management Accounting	30	70	4
BBA-OD-503	Digital Marketing and E-Commerce	30	70	3
BBA-OD-504	Financial Analytics	30	70	4
BBA-OD-505	Investment Analysis and Portfolio Management	30	70	4
BBA-OD-506	Compensation and Compliance Management	30	70	4
BBA-OD-507	Strategic HR	30	70	4
BBA-OD-508	Services Marketing	30	70	4
BBA-OD-509	Retail Marketing	30	70	4
BBA-OD-510	Introduction to Business Analytics	30	70	2
	Total			21

Semester 6				
Course Code	Course Name	Internal	External	Credits
BBA-OD-601	Strategic Management	30	70	4
BBA-OD-602	Business Tax	30	70	4
BBA-OD-603	International Financial Management	30	70	4
BBA-OD-604	Financial Technologies	30	70	4
BBA-OD-605	HR Analytics	30	70	4
BBA-OD-606	International HR	30	70	4
BBA-OD-607	International Marketing	30	70	4
BBA-OD-608	Brand Management	30	70	4
BBA-OD-609	Artificial Intelligence	30	70	3
BBA-OD-610	Research Project	30	70	4
	Total			23
	Total Credits			128

Student Support Systems

For easy and seamless services to students, the University has established the necessary arrangements for a variety of support services, including a counselling schedule and resource-oriented services evaluation methods and dates both on and off line modes to provide easy and smooth services for the students in the distance mode.

There is now just one study centre on campus at the University. The University is not promoting any off campus study centre. The student will receive all student support services via an online and onsite single window system.

A coordinator who hold at least the position of Assistant Professor will head the study centre at the University. Depending on the needs of the students, these coordinators may add academic and non-academic staff.

6. Procedure for Admission, Curriculum, Transaction and Evaluation

6.1 Admission Process

- Student can apply online, and send their form and copy of the certificates / credentials to the Programme Coordinator
- Upon selection, the offer of admission letter shall be sent to the students with instructions to pay fees online/ DD.
- On receipt of fees, admission is confirmed, and enrolment number and Identity Card will be issued.

6.2 Eligibility

The minimum qualification required to apply is a pass in the 10+2 examination from any recognized Board

6.3 Program Fees:

Fees applicable for the BBA Open and Distance Learning program and Online program will be Rs. 20,000 per semester (Rs. 40,000 per year) . Programme fees can be paid through Demand Draft, Cash & Cheque at the time of admission.

6.4 Registration Fees:

Rs. 3,000/- to be paid (towards processing charges) through Demand Draft at the time of submission of Application Form along with relevant copies of certificates and mark sheet.

6.5 Activity Schedule:

S. No.	Activity	Tentative months schedule (specify months) during year			
		From (Month)	To (Month)	From (Month)	To (Month)
1	Admission	Jul	Sep	Jan	Feb
2	Assignment submission (if any)	Oct	Dec	Apr	Jun
3	Evaluation of Assignment	Nov	Dec	Apr	May
4	Examination	Dec	Jan	Jun	Jun
5	Declaration of Result	Jan	Feb	Jul	Aug
6	Re-registration	Jan	Feb	Jul	Sep
7	Distribution of SLM	Sep	Nov	Mar	Apr
8	Contact Programmes (counselling, Practical's. etc.)	Oct	Dec	Apr	Jun

6.6 Evaluation:

- a. **Continuous evaluation in the form of assignments (Weightage 30%)**
 This component carries the weightage of 30%. There will be 20 % marks in mid-term examination and 10% on Projects /Assignments / Activities.
- b. **Term-end Examination (Weightage 70%)**
 End term examination will be conducted twice in a year: once in the month of December and once in the month of June. The students will be allowed to appear for the examination if they fill the examination registration form. For appearing in the Examination, every student has to submit an examination form through on-line before the due date.

7. Laboratory Support and Library Resources

The library at ARKA JAIN University aims to support the academic mission and intellectual culture of the community by providing access to a well-organized collection of information and guidance on how to assess, evaluate, and access it.

The University library fosters advanced learning and discovery by providing access to a wide range of resources for study, research and creative work to ensure and promote a vibrant exchange of ideas in the quest for knowledge.

The Library is automated using LIBMAN and OPAC as an integrated (Open Access) system. The Library is linked with SCC online, Manupatra, All India Reporter and DELNET. There are 2400 items incorporated in the LIBMAN LMS. In terms of e-resources, subscribers are guided towards 26 destinations for e-books, 16 destinations for e-journals, 7 destinations for e-thesis, 24 destinations for e-databases, 36 destinations for e-reference, 14 destinations for e-magazines / news digest, 16 destinations for digital repositories and 18 destinations for e-learning.

8. Cost estimate of the Programme and the provisions

The University covered the initial costs for infrastructure, manpower, printing of self-study materials, and other expenses. The following information outlines how the university plans to distribute costs from the overall amount of fees collected:

a) Study Learning Material Development and Distribution	: 20%
b) Postal Expense	: 10%
c) Salary and other Administrative expenses	: 60%
d) Future development	: 10%

Programme fees has to be planned in accordance with guidelines and norms set up by the University Grants Commission rules after they are operational.

9. Quality assurance mechanism and expected Programme outcomes

The quality of the program depends on the course curriculum and syllabus which meets the requirement of the industry and creates the skillful learning in the students. The ultimate aim of BBA program in ODL/OL Mode is to enhance skills of the learners as managers, entrepreneurs and seeing them excel in their profession and meeting global standards too by upgrading their career opportunities.

The ARKA JAIN University has constituted Centre for Internal Quality Assurance (CIQA). The CIQA will do periodic assessment of the Open and Distance learning and Online learning course material and audio video tutorials and will assure that the quality of learning is maintained and time to time changes are made as per the requirement of the course. The CIQA will also access the quality of assignments, quizzes and end term assessment time to time and required changes will be assured by them to maintain the quality of the learning program. CIQA will assure that the learning is made a truly global experience for the learner along with inculcation of required skills in the learner as expected program outcome with ARKA JAIN University Jharkhand.

The University has established the Centre for Internal Quality Assurance (CIQA) / Internal Quality Assurance Cell (IQAC) in the University campus. The CIQA / IQAC will monitor and maintain the quality of the ODL/OL programmes. It has the following objectives in making the compliances of quality implementations.

Objectives

The goal of the Centre for Internal Quality Assurance, also known as the Internal Quality Assurance Cell, is to create and implement a dynamic and all-encompassing internal quality assurance system to guarantee that the higher education programmes offered by higher education institutions online and through open and distance learning are of a quality that is acceptable and continuously improved.

Functions of CIQA

The functions of Centre for Internal Quality Assurance would be following:

- i. To maintain quality in the services provided to the learners.
- ii. To undertake self-evaluative and reflective exercises for continual quality improvement in all the systems and processes of the Higher Educational Institution.
- iii. To contribute in the identification of the key areas in which Higher Educational Institution should maintain quality.
- iv. To devise mechanism to ensure that the quality of Open and Distance Learning programmes and Online programmes matches with the quality of relevant programmes in conventional mode.
- v. To devise mechanisms for interaction with and obtaining feedback from all stakeholders namely, learners, teachers, staff, parents, society, employers, and Government for quality improvement.
- vi. To suggest measures to the authorities of Higher Educational Institution for qualitative improvement.
- vii. To facilitate the implementation of its recommendations through periodic reviews.
- viii. To organize workshops/ seminars/ symposium on quality related themes, ensure participation of all stakeholders, and disseminate the reports of such activities among all the stakeholders in Higher Educational Institution.
- ix. To develop and collate best practices in all areas leading to quality enhancement in services to the learners and disseminate the same all concerned in Higher Educational Institution.
- x. To collect, collate and disseminate accurate, complete and reliable statistics about the quality of the programme (s).
- xi. To ensure that Programme Project Report for each programme is according to the norms and guidelines prescribed by the Commission and wherever necessary by the appropriate regulatory authority having control over the programme.
- xii. To put in place a mechanism to ensure the proper implementation of Programme Project Reports.
- xiii. To maintain are cord of Annual Plans and Annual Reports of Higher Educational Institution, review them periodically and generate actionable reports.

- xiv. To provide inputs to the Higher Educational Institution for restructuring of programmes in order to make them relevant to the job market.
- xv. To facilitate system based research on ways of creating learner centric environment and to bring about qualitative change in the entire system.
- xvi. To act as a nodal coordinating unit for seeking assessment and accreditation from a designated body for accreditation such as NAAC etc.
- xvii. To adopt measures to ensure internalization and institutionalization of quality enhancement practices through periodic accreditation and audit.
- xviii. To coordinate between Higher Educational Institution and the Commission for various qualities related initiatives or guidelines.
- xix. To obtain information from other Higher Educational Institutions on various quality benchmarks or parameters and best practices.
- xx. To record activities undertaken on quality assurance in the form of an annual report of Centre for Internal Quality Assurance.
- xxi. It will be mandatory for Centre for Internal Quality Assurance to submit Annual Reports to the Statutory Authorities or Bodies of the Higher Educational Institution about its activities at the end of each academic session. A copy of report in the format as specified by the Commission, duly approved by the statutory authorities of the Higher Educational Institution shall be submitted annually to the Commission.

After enrolling BBA Programme at ARKA JAIN University in ODL/OL mode, student will exhibit understanding in areas such as critical thinking, effective communication and develop problem solving, scientific temperament with right set of ethics and attitude towards environment and sustainability. After completion of BBA. Programme, student will participate in multiple functional areas of science and technology.