

Programme Project Report – PPR
Name of the School: School of Management Studies
Name of the Programme: Bachelor of Business Administration (Retailing)

S.No.	Name of Program:	Bachelor of Business Administration (BBA)(Retailing)
a.	Programmes mission & objectives:	To offer industry linked programme for the development of the skills in the retail area and provide skilled man power to meet the growing demand of skilled persons in the Retail industry. The programme aims at inculcating the theoretical and practical knowledge and skills through course work and internship in the Retail Firm / Mall which expose the learners to the various dimensions of retail operations and facilitates their employment.
b.	Relevance of program with HEI's Mission & Goals:	To provide University level education in new fields of knowledge and niche areas which fulfill the demands of employment and economy of the country.
c.	Nature of prospective target group of learners :	10+2 passed candidates who are interested in pursuing a career in the Retail Management. The employees working in the Retail sector also get opportunity to upgrade and enrich their skills as sponsored candidates.
d.	Appropriateness of program to be conducted in open & distance learning mode to acquire specific skills & competence :	For expanding base of higher education related to Retail Sector, ODL mode is the best mode. There is a felt need for a certified and trained workforce in this area and ODL gives opportunities to large segments of the population including the disadvantaged.
e.	Instructional Design :	The University has adopted a multiple-media approach for imparting instruction to its learners for its various programmes of study. The University follows the Systems approach to instructional design. The programme was designed after undertaking need analysis; identifying and defining the target group; selection of appropriate media; course design and development; pilot testing and launch of the programme; and periodic revision. The self instructional format is used for developing Self Learning Material (SLM) in print and multiple media. Print is the predominant mode of instruction supplemented with audio and video programmes; face to face counselling sessions; interactive radio counselling (IRC) (Gyan Vani); educational TV broadcasts (Gyan Darshan) and web based counselling (Gyan Dhara).Skill and competencies will be developed through internship and on the job training.
f.	Procedure for admissions, curriculum transaction and evaluation:	Admissions: Admission is mainly done online. To fulfill the mandate of inclusiveness there is a

		<p>provision for submission of application offline as well.</p> <p>Curriculum Transaction: Curriculum is transacted mainly through printed Self Learning Materials (SLMs), Face to face counselling sessions (theory/practical), audio and video programmes, interactive radio counselling (IRC) (Gyan Vani), educational TV broadcasts (Gyan Darshan) and web based counselling (Gyan Dhara). Internship is provided in the Retail Firm / Mall.</p> <p>Evaluation: The University uses formative/continuous and summative/ term end evaluation for assessing the progress of its learners and evaluation of their performance. Formative/Continuous evaluation is conducted at two levels i.e. through self check exercises in-built into the SLMs; formative assessment through tutor marked assignments and workbook and viva voce. Summative / term end evaluation is through term end examinations.</p>
g.	Requirement of the laboratory support and library recourses:	<p>Lab support: Nil.</p> <p>Library resources: Library facility is available at all Learner Support Centres; Regional Centres and Headquarters of the University</p>
h.	Cost estimate of the program and the provisions:	<p>Programme development is an ongoing process and the programme is already on offer. However, before development of the programme, cost analysis was done at the level of the School in coordination with Planning and Development Division (there is a dedicated full fledged Planning and Development Division for the policy planning of the University). The University has dedicated budgetary provisions for programme development at the level of School, Material Production and Distribution (there is a dedicated full- fledged Material Production and Distribution Division for material production and distribution) and Electronic Media Production Centre (there is a dedicated full- fledged Electronic Media Production Centre for electronic media production). Digital media production (there is a dedicated full- fledged Inter University Consortium for production of MOOCs and digital media)and delivery of the program through its dedicated Divisions namely Regional Services Division which oversees the operations of all Regional Centres and LSCs; E support Unit, Student Registration Division, Student Evaluation Division and Student Service Centre at the HQs.</p>
i.	Quality assurance mechanism and expected program outcomes:	<p>Quality Assurance mechanism:</p>

		<p>University has:</p> <ul style="list-style-type: none">• Standard norms and procedures for course design and development;• Standard norms and procedures for establishment of LSCs,• Standard norms for appointment of academic counsellors and evaluators;• Involving external experts in maintaining quality of curriculum design and development , including student evaluation;• All activities of LSCs and examination centers are monitored by University.• 2% assignments are being monitored by faculty of School to ensure the quality of continuous evaluation <p>The University has standardized its courseware based on the credit system. To further standardize its courses it has developed its own house style. There is a mechanism in place for continuous quality assessment for design, development and delivery of its academic programmes. The quality is assured at different phases by statutory bodies of the University namely: School Board of Studies, Academic Programme Committee, Planning Board and Academic Council. Programme evaluation is the norm before undertaking revision of the programme. The above mechanism has been followed for this programme also</p> <p>Expected programme outcomes: Learners are expected to acquire knowledge, skills and competencies in the area of Retail management and Retail Operations and preparation of the learners for employment in the Retail sector.</p>
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