HINDUSTAN
INSTITUTE OF TECHNOLOGY & SCIENCE
(DEEMED TO BE UNIVERSITY)

PROGRAMME PROJECT REPORT

(includes curriculum and syllabus)

B.B.A
(Digital Marketing)
Submitted

To

The UGC – DEB

(ODL / OL) - MODE

HINDUSTAN INSTITUTE OF TECHNOLOGY & SCIENCE

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1. INTRODUCTION

The Knowledge revolution, propelled by the twin engines of computer technology and communication technology, has transformed the method of teaching from inside the traditional classroom to virtual class room teaching. This knowledge creation and dissemination through accelerated accessibility of the internet and World Wide Web enhances the connectivity with students across the globe and creates a borderless world on education.

The aviation industry is continually growing and becoming a major driver behind the logistic and travel and tourism sector and thereby contributing to the development of an economy. Besides, there is need for the competent professional with technical expertise in the aviation/logistics/travel and tourism. Keeping pace with the technology up gradation, HITS has designed and structured an undergraduate course on Business Administration with specialization of Aviation/ Logistics/Travel and Toursim. The primary aim of the programme is to equip the students with skills that are required to manage the functions of management in the aviation, logistics travel and tourism industries.

2. PROGRAMME MISSION AND OBJECTIVES

2.1 Programme Mission

The Institute has identified itself with a mission to provide every individual with a conducive environment suitable to achieve his / her career goals, with a strong emphasis on personality development and to offer quality education in all spheres of Engineering, Technology, Applied Sciences, Architecture, Fashion Design and Management studies without compromising on the quality and code of ethics.

2.2 Programme Objectives

PEO I Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment

PEO II Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action

PEO III Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues

PEO IV Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels

PEO V Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making

CAREER OPPORTUNITIES

A BBA in Digital Marketing will help the learners to enhance their skills to meet the diverse set of marketing challenges present in today's competitive business environment - from understanding the evolving needs of the consumer, to managing sales, to overseeing international marketing and distribution operations.

The specialization electives are curated and designed to augment the student's skills in such marketing-focused areas as digital market research, digital promotion, consumer behavior, product development, and relationship management, while expanding the core business knowledge and skill areas to build the perspective needed to interact effectively with executive management as a strategic partner.

3. RELEVANCE OF THE PROGRAM WITH HEI'S MISSION AND GOALS

The accessibility of technology and the expansive nature of internet have generated an overwhelming response on the online education among the public and created a surge for web-based teaching and learning. Online certification and learning provides greater flexibility for working professionals to attend the online classes as per their convenient time and availability to update their skill set required by the industry and also candidates who are not able to continue their education in a regular mode by means of providing environment BBA in the distance mode through advanced technology. The introduction of through online mode is completely relevant and matched with the goal and mission of HEI.

4. NATURE OF PROSPECTIVE TARGET GROUP OF LEARNERS

In the digital era, Skill enhancement and knowledge acquisition are the gears that help a working professional to sustain in the job and propel to greater heights in the

career. Working Professionals and the person who are not able to continue his/her education through regular mode and would like to update themselves being at home can grab this opportunity and benefit immensely from the online distance BBA Course. Hence, the target group of learners for this programme is those who are employed and who find struggle to spend time on regular classes and would like to enhance competency and skill sets by learning the domain expertise in finance, accounting and technology.

5. INSTRUCTIONAL DESIGN

i. Curriculum design: The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with a focus on Project Based Learning and Industrial Training so as to enable the students become eligible and fully equipped for employment in industries, higher studies or entrepreneurship.

BACHELOR OF BUSINESS ADMINISTRATION
CURRICULUM

			SEMESTER 1						
S.No	Course Category	Course Code	Course Title	L	T	P	S	C	TCH
1	AEC	TLA2101 FLA2105/	TAMIL - I FRENCH I	3	0	0	0	3	3
2	CF	COB2102	FINANCIAL ACCOUNTING 1	3	0	0	0	3	3
3	CF	ENB2101	MICRO ECONOMICS	3	0	0	0	3	3
4	CF	BAA2101	BUSINESS COMMUNICATION	3	0	0	0	3	3
5	CF	COB2202	BUSINESS LAW	3	0	0	0	3	3
6	CF	BAB2301	BUSINESS ETHICS AND VALUES	3	0	0	0	3	3
7	DSE	BAD2401	INTRODUCTION TO DIGITAL MARKETING	3	0	0	0	3	3
			Total	21	0	0	0	21	21

			SEMESTER II						
S.No	Course Category	Course Code	Course Title	L	T	P	S	C	TCH
1	CF	COB2117	FINANCIAL ACCOUNTING 2	3	0	0	0	3	3
2	CF	ENB2116	MACRO ECONOMICS	3	0	0	0	3	3
3	CF	BAB2116	PRINCIPLES OF MANAGEMENT	3	0	0	0	3	3
4	CF	MAB2203	BUSINESS MATHEMATICS	3	0	0	0	3	3
5	AEC	COB2342	ENVIRONMENTAL STUDIES	2	0	0	0	2	3
6	CF	BAB2204	MARKETING MANAGEMENT	3	0	0	0	3	3
7	DSE	BAD2402	Internet and Web Fundamentals	0	0	2	0	1	2
			Total	17	0	2	0	18	20

SEMESTER III

S.No	Course Category	Course Code	Course Title	L	T	P	S	C	TCH
1	CF	BAB2203	COST AND MANAGEMENT ACCOUNTING	3	0	0	0	3	3
2	CF	MAB2204	BUSINESS STATISTICS	3	0	0	0	3	3
3	DSE	BAD2403	Integrated Marketing Communications	3	0	0	0	3	3
4	DSE	BAD2404	Consumer Buying Behaviour	3	0	0	0	3	3
5	DSE	BAD2405	Design Thinking	2	0	1	0	3	3
6	GE		ELECTIVE	3	0	0	0	3	3
7	DSE	BAD2406	Social Media Optimization (SMO)	2	0	1	0	3	4
			Total	**19**	**0**	**2**	**0**	**21**	**21**

SEMESTER IV

S.No	Course Category	Course Code	Course Title	L	T	P	S	C	TCH
1	DSE	BAD2407	Content Writing	3	0	0	0	3	3
2	CF	BACO351	Human Resource Management	3	0	0	0	3	3
3	DSE	BAD2408	Website Planning Process	3	0	0	0	3	3
4	DSE	BAD2409	Social Media Marketing	3	0	0	0	3	3
5	DSE	BAD2410	Search Engine Marketing & Optimization	2	0	2	0	3	4
6	DSE	BAD2411	Basics of Google AdWords and AdSense	2	0	2	0	3	4
7	GE		ELECTIVE	3	0	0	0	3	4
			Total	**18**	**0**	**4**	**0**	**21**	**24**

SEMESTER V

S.No	Course Category	Course Code	Course Title	L	T	P	S	C	TCH
1	CF	BAB2306	INTRODUCTION TO STRATEGIC MANAGEMENT	3	0	0	0	3	3
2	CF	BAB2303	RESEARCH METHODS	3	0	0	0	3	3

				L	T	P	S	C	TCH
3	DSE	BAD2412	Digital Entrepreneurship Development	3	0	0	0	3	3
4	DSE	BAD2413	Cyber Security Laws	3	0	0	0	3	3
5	GE		ELECTIVE	3	0	0	0	3	3
			Total	**15**	**0**	**0**	**0**	**15**	**15**

SEMESTER VI

S.No	Course Category	Course Code	Course Title	L	T	P	S	C	TCH
1	DSE	BAD2414	Advanced Google AdWords and Online Display Advertising	3	0	0	0	3	3
2	DSE	BAD2415	Online Reputation Management	3	0	0	0	3	3
3	DSE	BAD2416	Web Analysis	3	0	0	0	3	3
4	CF	BAB2343	STUDY PROJECT AND COMPREHENSIVE VIVA	0	0	10	0	5	10
			Total	**9**	**0**	**10**	**0**	**14**	**16**

LIST OF ELECTIVES

S.No	Course Category	Course Code	Course Title	L	T	P	S	C	TCH
1	DE	BAC2352	**SERVICES MARKETING**	3	0	0	0	3	3
2	DE	BAB2217	**MANAGEMENT INFORMATION SYSTEMS**	3	0	0	0	3	3
3	DE	BAD2417	Brand Management & Image Management	3	0	0	0	3	3
4	DE	BAD2418	Professional Ethics & Values in Management	3	0	0	0	3	3
5	DE	BAD2419	Modern Business Organization & management	3	0	0	0	3	3

Semesters	Credits
1	21
2	18
3	21
4	21
5	14
6	15
Total	**110**

6. PROCEDURE FOR ADMISSIONS, CURRICULUM TRANSACTION AND EVALUATION

6.1 PROCEDURE FOR ADMISSIONS

- The admission policy and procedure shall be decided from time to time by the Board of Management (BOM) of the Institute, following guidelines issued by Ministry of Human Resource Development (MHRD), Government of India. The number of seats in each branch of the BBA / B.Com programme will be decided by BOM as per the directives from MHRD, Government of India and taking into account the market demands. Some seats for Non Resident Indians and a few seats for foreign nationals shall be made available.

- At the time of applying for admission, the candidates should have passed / appeared and be awaiting results of the final examination of the 10+2 system or its equivalent study in the appropriate subjects of study.

- The selected candidates will be admitted to the B.B.A programme after he/she fulfills all the admission requirements set by the Institute after payment of the prescribed fees.

- In all matters relating to admission to the B.B.A programme, the decision of the Institute and its interpretation given by the Chancellor of the Institute shall be final.

- If at any time after admission, it is found that a candidate has not fulfilled any of the requirements stipulated by the Institute; the Institute may revoke the admission of the candidate with information to the Academic Council.

6.1 ELIGIBILITY FOR ADMISSION CRITERIA

- Candidates for admission to the BBA UG Degree Programme (Distance Education) shall have passed +2 or equivalent examination of any authority, recognized by this university.

ELIGIBILITY AND DURATION OF THE COURSE

Programme	Eligibility	Duration	Credits	Maximum Duration
BBA	HSC or Equivalent	3 Years	110	5 years

6.2 EVALUATION SYSTEM:

- Students shall have a minimum of 50% of total marks of the University examinations in each Course. The overall passing minimum is 50% both in aggregate of **Continuous Internal Assessment and External Examination** in each Course.

- Every course shall have two components of assessment namely,

  - Continuous Internal Assessment "CIA": This assessment will be carried out throughout the semester as per the Academic Schedule.
  - End Semester Examination "ESE": This assessment will be carried out at the end of the Semester as per the Academic Schedule.

6.2.1 CONTINUOUS INTERNAL ASSESSMENT "CIA":

- Continuous Internal Assessment for each Course shall be by means of Written Tests, Assignments, and Class Tests for a total mark of 30.

- Two Internal Tests of 2 hours each may be conducted during the Semester for each Course and the best mark out of the two may be considered. One Model Examination may be conducted at the end of each Semester prior to University examinations. Students may be asked to submit at least three assignments in each Course.

- Continuous Internal Assessment for each Course shall be the responsibility of the concerned Course Faculty.

- The valued answer papers/assignments shall be given to the students after the valuation is completed and they be asked to check and satisfy themselves about the marks they scored.

- All records in respect of Continuous Internal Assessments shall be in the safe custody of the PI for at least one year after the assessment.

6.2.2 THEORY COURSE ASSESSMENT WEIGHTAGES:

The general guidelines for the assessment of Theory Courses, Department Electives and Non – Department Electives shall be done on a continuous basis as given in Table2.

Table 2: Weightage for Assessment

S.No.	Assessment	Weightage	Duration
1.	First Periodical Assessment	10%	2 periods
2.	Second Periodical Assessment	10%	2 Periods
3.	Seminar/Assignments/Project/ Lab	5%	--
4.	Surprise Test / Quiz / Lab	5%	--
5.	End Semester Exam	70%	2 to 3 hours

6. 2.3 GRADING SYSTEM

Based on the student's performance in each semester, grade is awarded with a final letter grade at the end of the exam evaluation of each Course. The letter grades and the corresponding grade points are as follows.

Table 3: Grading system

Range of Marks	Letter Grade	Grade Points	Remarks
90 – 100	S	10	Outstanding
80-89	A	09	Excellent
70-79	B	08	Very Good
60-69	C	07	Good
50-59	D	06	Average
40 – 49	E	05	Pass
<40	U	00	To Reappear for end-semester examination

6.2.4 GPA and CGPA

Grade Point Average (GPA) is the ratio of the sum of the product of the number of credits C_i of course "i "and the grade points P_i earned for that course taken over all courses "i" registered and successfully completed by the student to the sum of C_i for all "i". That is,

$$GPA = \frac{\sum_{1}^{n} C_i \ P_i}{\sum_{1}^{n} C_i}$$

Cumulative Grade Point Average (CGPA) will be calculated in a similar manner, in any semester, considering all the courses enrolled from the first semester onwards.

The Grade card will not include the computation of GPA and CGPA for courses with letter grade "U" until those grades are converted to the regular grades.

6.2.5 GRADE SHEET

Based on the performance, each student is awarded a final letter grade at the end of the semester in each course. The letter grades and corresponding grade points are given in Table 3. A student is considered to have completed a course successfully and earned credits if he/she secures a letter grade other than U in that course. After results are declared, grade sheet will be issued to each student which will contain the following details:

- Program and discipline for which the student has enrolled.
- Semester of registration.
- The course code, name of the course, category of course and the credits for each course registered in that semester
- The letter grade obtained in each course
- Semester Grade Point Average (GPA)
- The total number of credits earned by the student up to the end of that semester in each of the course categories.
- The Cumulative Grade Point Average (CGPA) of all the courses taken from the first semester.
- Credits earned under Non – CGPA courses.
- Additional credits earned for the respective UG degree or respective UG degree with Minor specialization.

6.2.6 CLASS/DIVISION

classification is based on as follows:

CGPA ≥ 8.0: First Class with Distinction

6.5 ≤ CGPA <8.0: First Class

5.0 ≤ CGPA <6.5: Second Class

(i) Further, the award of 'First class with distinction' is subject to the candidate becoming eligible for the award of the degree, having passed the examination in all the courses in his/her first appearance with effect from II semester and within the minimum duration of the programme.

(ii) The award of 'First Class' is further subject to the candidate becoming eligible for the award of the degree, having passed the examination in all the courses within 5 years.

(iii) The period of authorized break in study will not be counted for the purpose of the above classification.

ELIGIBILITY FOR THE AWARD OF B.B.A

A student will be declared to be eligible for the award of the BBA degree if he/she has

Registered and successfully obtained credit all the core courses:

➢ Successfully acquired the credits in the different categories as specified in the curriculum corresponding to the discipline of his/her study within the stipulated time:

➢ Has no dues to all sections of the institute including hostels and has no disciplinary action pending against him/her.

➢ The award of the degree must be recommended by the Academic Council and approved by the Board of Management of the university.

➢ All students who have successfully completed the first semester of the course will be eligible for consideration for change of branch subject to the availability of vacancies.

RE-VIEW OF ANSWER SCRIPTS / SINGLE VALUATION

If any student feels aggrieved on the final outcome of the assessment in any course, the student shall apply to the Controller of Examinations, along with the prescribed fee, for the review of end semester examination answer script, within the stipulated time after the announcement of the results of the examinations. The Controller of Examinations shall facilitate the review of the answer script jointly to be carried out by the student and the faculty detailed for this purpose. If any discrepancy is noticed during review the same shall be rectified and the originally awarded grade accordingly amended.

7. REQUIREMENT OF THE LABORATORY SUPPORT AND LIBRARY RESOURCES

Internet Leased Line

Airtel - 100 Mbps - Primary Link

Spectra - 100 Mbps - Secondary Link, are available at the university.

Computer Lab: The University has most modern high-tech Computer Lab with 24 hrs. Internet facility for studying and R&D activities. The state-of-the-art facility features hardware & software that is geared to specific academic programmes.

Research Lab: University equipped with round the clock available Hi-tech research Lab. which includes latest configured systems with Hi-speed internet facility loaded with latest software for research purpose.

Library: The University library is the hub of knowledge with more than 105832 books, Online Journals/Magazines: 42262, Back Volumes: 4606, Project Reports: 3221, Thesis & Dissertations: 72, News Papers: 12, Book Bank: 83850 are conveniently accessible for the students and staff of Hindustan Institute of Technology and Science. Library includes Main reading area, separate reading area and reference section.

The Hindustan Institute of Technology & Science Library system consists of a Central Library and Departmental Libraries which collectively support the teaching, research and extension programmes of the Institute. All students, faculty members and employees of the Institute are entitled to use the Library facilities enrolling membership. Besides, the Library has huge collection of books on Engineering, Science and Humanities through its various divisions. The Institute library even has digital library section where the faculty/ students/ research scholars can access the online and offline electronic resources.

Internet Facilities: Institute is fully networked with a campus wide network interconnecting all departments. Campus is fully Wi-Fi with high Speed internet connection available round-d-clock.

MS TEAMS Platform: The University has acquired the Microsoft Teams platform license and has gone 100% virtual in terms of delivering the regular classes during the COVID-19 lockdown. This has given enough experience for the faculty and expertise to handle the platform for online learning. More than 150 guest lecturers have been organised in the brief period of three weeks inviting industry experts. The HITS team is now digitally empowered to conduct ODL classes on this virtual platform on a regular basis which shall make the learning process very effective.

LMS: The Institute is using MOODLE and Microsoft Teams for Online teaching and to conduct test and Assignments

8. COST ESTIMATE OF THE PROGRAMME AND THE PROVISIONS

The cost estimate of the programme is prescribed below in the table 1.1

Table1.1

INCOME AND EXPENDITURE STATEMENT

INCOME PER STUDENT (Amount in Rs.)		60,000
EXPENDITURE		
• PROGRAMME DEVELOPMENT	30,000	
• PROGRAMME DELIVERY	20,000	
• MAINTENANCE	10,000	
TOTAL	60,000	60,000

9. QUALITY ASSURANCE MECHANISM AND EXPECTED PROGRAMME OUTCOMES

Internal Quality Assurance Cell (IQAC) – HITS created under the NAAC guidelines, is an august body at Hindustan Institute of Technology and Science comprising Senior Academicians, Thought Leaders, Eminent Alumni, Industry representative, Retired and Serving Senior Academicians from institutions of repute, Management Representative and a Local Body Member. The IQAC acts as a guiding force to ensure the quality of services and undertake reforms in terms of Infrastructure and Personnel addition. IQAC meets once in three months with a set agenda, for which the inputs are sought from various stake holders such as students, teachers, parents, alumni, administration and management.

The IQAC in HITS ensures the adoption of qualitative distance education right through all the processes of each programme offered by the university. The salient features of ODL programme in HITS are

- ➢ Very Strong Industry - Academic Collaboration
- ➢ Live class room sessions
- ➢ Online virtual class room sessions with one to one interactions
- ➢ Highly productive learning environment and digital library access
- ➢ Hands on training on latest cutting edge technologies and laboratory facilities
- ➢ Experiential learning with case studies and mini project
- ➢ MOOC courses enabled Curriculum
- ➢ Industry focused electives offered by well experienced faculty

10. APPROPRIATENESS OF PROGRAMME TO BE CONDUCTED IN OPEN AND DISTANCE LEARNING MODE TO ACQUIRE SPECIFIC SKILLS AND COMPETENCE

- ➢ The course has a distinct tilt towards various management disciplines which prepares students to take up management positions in corporate sector and also prepares them to take up higher studies in Management.

- ➢ The course is designed to provide competencies in basic management discipline as also impart requisite skills in problem solving, decision making, and leadership in organizations. The course has appropriate subjects with contemporary syllabus Aviation Mangement, Logistics Management and Travel and Tourism Management.
- ➢ Students completing the course successfully can look forward to an excellent career in Corporate Sector consisting of aviation, logistics and travel and tourism. Students with Bachelor of Business Administration are preferred by Multinational Corporations for their Indian Operations. They can also take up masters programme in management.

11. CONCLUSION

BBA programme has a unique blend of industry relevant content on par with International standards, which makes the graduate's employability higher. The

course is offered with a Choice Based Credit System, where the student has wider choices of electives to choose from based on his/her interests. The content of BBA – course is developed methodically by integrating the course with MS team and LMS online platform facility, giving access directly to well-equipped library, lab facility and with experienced instructors.