



# **Bachelor of Business Administration (BBA)**

## **Online Programmes**

### **Regulations**

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## **ABOUT AMET DEEMED TO BE UNIVERSITY**

The Academy of Maritime Education and Training (AMET) was established in the year 1993 at Chennai and elevated as a Deemed to be University during 2007.

AMET is the India's first Maritime Deemed to be University for maritime related education, training and research. During these three decades of journey, AMET has become as a "Global Maritime Knowledge Hub" which is suitably recognized by both National and International Authorities.

- AMET is ranked as one among the TOP 3 Maritime Universities of the World in the PIMET ranking by the International Association of Maritime Universities (IAMU).
- The Directorate General of Shipping (DGS), Ministry of Shipping, Government of India has accredited AMET with Grade A1 (Outstanding) for the past five consecutive terms through its Comprehensive Inspection Programme.
- In addition, the National Assessment and Accreditation Council (NAAC) of India have accredited AMET with A Grade and National Board of Accreditation has accredited selected Engineering and Management Programmes.
- AMET is also ranked high both in ARIIA and NIRF Ranking by the Government of India.
- The University is recognized as a Scientific and Industrial Research Organization (SIRO) by the Department of Scientific and Industrial Research (DSIR) Government of India.
- The University is offering joint degrees with world renowned Universities such as James Cook University, Australia, Edge Hill University, United Kingdom etc.
- Through specific MoUs with major shipping companies like AP Moller Maersk and V-Ships, AMET is providing appointment orders along with admission to meritorious students.
- Around 20,000 of our passed out graduates occupy exalted positions in Shipping Companies, globally and proudly sail all over the world spreading the message of the quality education imparted at AMET which made them to occupy such coveted ranks in Shipping Companies in India and abroad.
- AMET secured its compliance certificate for ISO 9001:2015 QMS standards from the prestigious and globally renowned DET NORSKE VERITAS, Norway.
- AMET serves as an ocean of knowledge for over 3500 students pursuing Programmes ranging from Diploma to Doctoral programs through Faculty of

Maritime Studies, Faculty of Engineering and Technology, Faculty of Advanced Computing Science, Faculty of Management Studies, Faculty of Commerce, Faculty of Life Sciences, Faculty of Liberal Arts, Faculty of Science and Humanities, related to marine and general sector programmes.

- For over two decades AMET is remaining as the favorite destination for campus interviews by many shipping giants such as AP MOLLER MAERSK, GOODWOOD, NYK, SONANGOL, VSHIPS, WALLEMS, SHELL, CHEVRON, STENA and so goes a list of over 100 companies.
- AMET has been recognized as a premier institution for marine and marine related jobs and has earned a position as a trustworthy consultants for research and development projects wherein the investment are worth to the tune of several crores of rupees.
- 21st August 2023 marks a another mile stone in the history AMET as the first batch of 80 cadets for BSc Nautical Science and BE Marine Engineering walked into the sprawling Maersk center of excellence established by AMET
- The Mearsk centre of excellence has been established exclusively to train the cadets selected for A.P.Moller Maersk. The cadets will be trained under the nautical and engineering streams and will be awarded degree in B.Sc Nautical Science and BE Marine Engineering. The exclusive campus hosts a plethora of electrical and electronic laboratories, workshops, communication labs, safety lab, seamanship lab, simulators, facility to scale up to adopt augmented and virtual reality and a canal to practice boat rowing and operation of life boats.

AMET has a very ambitious vision 2025 plan wherein it aims to be a one stop solution for all marine related activities happening around the world and has clearly charted out an action plan to gauge its growth towards its 2025 milestone. The dogged perseverance of AMET's unmatched faculty gears up the student to meet the challenges of their life and career with tenacity of mind, endeavor to face them and emerge victorious. With a synergistic attitude prevailing among management, staff and student, AMET is all set to achieve and sustain a status par excellence.

## **PREAMBLE**

### **1. PRELIMINARY DEFINITIONS AND NOMENCLATURE**

In these Regulations, unless the context otherwise requires

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- i. **“Programme”** means Under-graduate Degree Programme offered under Open and Distance (ODL) and Online Learning (OL).
- ii. **“Course”** means a Theory/Project work and any other subject that is normally studied in a semester.
- iii. **“Institution”** means Academy of Maritime Education and Training (AMET) Deemed to be University
- iv. **“Academic Council”** means the Academic Council, which is the apex body on all academic matters of Academy of Maritime Education and Training (AMET) Deemed to be University
- v. **“Dean (Academic Affairs)”** means Dean (Academic Affairs) of Academy of Maritime Education and Training (AMET) Deemed to be University, which administers academic matters.
- vi. **“Dean (Student Affairs)”** means Dean (Student Affairs) of Academy of Maritime Education and Training (AMET) Deemed to be University, who looks after the welfare and discipline of the students.
- vii. **“Controller of Examinations”** means the Controller of Examinations of Academy of Maritime Education and Training (AMET) Deemed to be University, who is responsible for the conduct of examinations and declaration of results.
- viii. **“Director”** means the Director of the Centre for Distance and Online Education (CDOE), CDOE is a part of AMET. AMET credentials – 30 years in existence.
- ix. **“Open and Distance Learning”** means a mode of providing flexible learning opportunities by overcoming the separation of teacher and learner using a variety of media, including print, electronic, online and occasional interactive F-2-F (face-to-face meetings) with the learners or Learner Support Services to deliver teaching-learning experiences, including practical or work experiences.

- x. “**Online Learning**” means a mode of providing flexible learning opportunities by overcoming the separation of teacher and learner using the internet, e-learning materials and full-fledged programme delivery through the internet using technology-assisted mechanism and resources.
- xi. “**Self-Learning e-Module (SLM) for Online mode**” means a modular unit of course material in e-learning form which is inter alia of course material in e-learning form which is inter alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study and includes contents in the form of a combination of the following e-Learning content, namely
- e-Text Materials
  - Audio Podcasts
  - Video Lectures
  - Audio-Visual interactive material
  - Virtual Classroom Zoom/Team/WebEx/Google Class Room sessions
  - Virtual Simulation labs and
  - Self-Assessment Quizzes or Tests;
- xii. **Self-Learning Material (SLM) for Open and Distance Learning mode**” means and includes contents in the form of course material, whether print or in e-form, which is inter-alia self-explanatory, self-contained, self-directed at the learner, and amenable to self-evaluation, and enables the learner to acquire the prescribed level of learning in a course of study, but does not include text-books or guide-books.

## CONTENTS

### I. Programme's Mission and Objectives:

Bachelor in Business Administration or BBA is an ideal course for individuals who have a knack for business, management or entrepreneurship.

Moreover, students who have an interest in subjects like accounting, marketing, finance, etc can also take up BBA courses. A BBA degree course allows students the necessary knowledge and skills to excel in managerial and entrepreneurial positions. BBA is also suitable for students who are planning to pursue an MBA in post-graduation.

The following are the various elective domain specialization offered in BBA:

- Shipping
- Human Resource Management
- Finance
- Marketing
- Supply Chain Management

A Bachelor of Business Administration (BBA) programme with different domain specialisations including shipping focuses on preparing students for careers in the general business and maritime & shipping industry. This programme typically covers a wide range of topics related to shipping, logistics, marketing, human resource management, finance and supply chain management. Here are some programme highlights you can expect:

1. Core Business Education: BBA programs, including those specializing in shipping, provide a solid foundation in business administration. Students will study subjects such as marketing, finance, management, accounting, and economics.
2. Specialized Shipping Courses: In addition to core business courses, BBA shipping programs offer specialized courses tailored to the maritime and shipping industry. These may include subjects like maritime law, international trade, maritime economics, maritime logistics, and port management.

3. **Hands-On Experience:** Many programs incorporate hands-on experiences through internships, co-op programs, or practical projects related to the shipping industry. These opportunities provide students with real-world exposure to the field.
4. **Industry-Relevant Faculty:** Many BBA shipping programs have faculty members with extensive experience in the maritime industry, which helps students gain insights into current industry practices and challenges.
5. **Global Perspective:** Given the international nature of the shipping industry, BBA programs often emphasize global business and trade, helping students understand the complexities of international shipping and logistics.
6. **Case Studies:** BBA programs in shipping may include case studies and simulations based on real-world shipping scenarios to help students develop problem-solving skills and industry-specific knowledge.
7. **Networking Opportunities:** Students often have the chance to network with industry professionals, attend conferences, and participate in industry-related events. This networking can be valuable for future job opportunities.
8. **Research and Innovation:** Some programs encourage students to engage in research projects related to shipping and logistics, fostering innovation and problem-solving within the industry.
9. **Soft Skills Development:** Effective communication, leadership, and teamwork are essential skills in the maritime industry. BBA programs typically include coursework and activities that enhance these skills.
10. **Career Development Support:** Many programs offer career development services, including job placement assistance, resume workshops, and interview preparation, to help students secure positions in the shipping and maritime industry.
11. **Sustainability and Environmental Considerations:** With a growing emphasis on environmental sustainability in shipping, some programs may include coursework on environmental regulations, green shipping practices, and sustainability in the maritime sector.
12. **Safety and Security:** Given the importance of safety and security in the shipping industry, programs may cover topics related to maritime safety, security regulations, and risk management.



It's important to research specific BBA shipping programs to understand their unique offerings and whether they align with your career goals and interests. Additionally, consider factors like program accreditation, location, and available resources when choosing the right program for you.

## **II. Relevance of the program with HEI's mission and goals:**

A Bachelor of Business Administration (BBA) degree offers a diverse range of career opportunities, especially when combined with specialized knowledge in elective domain specializations. Here's a breakdown of potential career paths for BBA graduates in specific areas of focus:

### **1. Shipping:**

- **Shipping Manager:** Oversee and coordinate shipping activities, ensuring timely and cost-effective transportation of goods.
- **Marine Operations Coordinator:** Manage vessel schedules, cargo loading, and unloading activities in ports.
- **Logistics Analyst:** Analyze shipping data to optimize routes, reduce costs, and improve overall logistics efficiency.

### **2. Human Resource Management:**

- **HR Manager:** Plan and coordinate HR activities, including recruitment, training, employee relations, and performance management.
- **Talent Acquisition Specialist:** Focus on recruiting top talent for organizations, utilizing various sourcing strategies and recruitment techniques.
- **Employee Relations Consultant:** Mediate disputes, handle grievances, and foster a positive work environment within the organization.

### **3. Finance:**

- **Financial Analyst:** Evaluate financial data, prepare reports, and provide insights for investment decisions and financial planning.
- **Investment Analyst:** Research and analyze market trends, investment options, and financial statements to guide investment strategies.
- **Corporate Finance Officer:** Manage financial aspects of corporate projects, including budgeting, forecasting, and financial modeling.

#### **4. Marketing:**

- Marketing Manager: Develop marketing strategies, oversee promotional activities, and analyze market trends to maximize product/service visibility.
- Digital Marketing Specialist: Create and implement online marketing campaigns, including social media, SEO, and email marketing.
- Product Manager: Manage the development and marketing of products, conduct market research, and collaborate with cross-functional teams.

#### **5. Supply Chain Management:**

- Supply Chain Manager: Coordinate end-to-end supply chain activities, including procurement, production, logistics, and distribution.
- Inventory Control Analyst: Monitor inventory levels, optimize stock levels, and ensure efficient supply chain operations.
- Demand Planner: Analyze demand patterns, forecast future demand, and collaborate with suppliers and production teams to meet customer needs.

BBA graduates specializing in these areas are equipped with the skills and knowledge to pursue careers in diverse industries such as shipping, finance, HR, marketing, and supply chain management. Continuous learning, adaptability, and strong interpersonal skills are key to excelling in these dynamic fields.

#### **VISION:**

To continuously upgrade the quality of our curriculum and pedagogy in order to achieve the status of one of the top-ranking institutions in the Open and Distance Education in the world.

#### **MISSION:**

- To be a source of effective value based managerial talent for the sustained development of Business Management, Logistics, and Shipping, not only in India but across the Globe.
- To emerge as a Centre of Excellence in technical, managerial and leadership in business based industrial needs.
- To disseminate world-class, cutting edge education and training that shapes the way organizations operate and businesses are led and managed.
- To produce world-class, socially responsible, creative leaders and entrepreneurs who think on a global scale.

- To endow students with the educational opportunity belonging to different socio-economic backgrounds.
- To engage meaningfully with business trade and commerce to create a better society.

### III. Nature of prospective target group of learners:

Prospective target groups for a Bachelor of Business Administration (BBA) program through Open and Distance Learning (ODL) mode can vary but generally include (a) individuals who are already employed but wish to enhance their qualifications or skills in business administration without leaving their jobs, (b) Those who might not have access to conventional on-campus education due to various reasons like geographical constraints, family commitments, or financial limitations, (c) People who might have taken a break from education or work and are now looking to re-enter or advance in the workforce, (d) Individuals from different academic backgrounds seeking to transition into the field of business administration, (e) Self-paced Learners: People who prefer flexibility in their learning schedule and prefer to study at their own pace.

For an Open and Distance Learning program in BBA, the flexibility and accessibility offered by such a mode of education tend to attract a diverse group of learners with varied backgrounds, experiences, and motivations. Therefore, BBA programme is designed to cater to this diverse group by offering flexible schedules, online resources, and support systems to accommodate the learners' needs.

### IV. Appropriateness of programme to be conducted in Open and Distance Learning and/or Online mode to acquire specific skills and competence:

A BBA programme conducted through Open and Distance Learning (ODL) or Online mode can be highly appropriate for acquiring specific skills and competence due to several reasons:

**Flexibility and Accessibility:** ODL or Online modes offer flexibility in learning, allowing students to access course materials, lectures, and resources at their convenience. This accommodates working professionals, international students, or individuals with other commitments, enabling them to acquire skills without disrupting their schedules.

**Industry-Relevant Curriculum:** These programs can offer up-to-date and industry-aligned content, including case studies, simulations, and real-world scenarios, providing students with practical knowledge and skills required in the shipping and logistics sectors.

**Global Reach and Diversity:** Online platforms enable participation from a diverse range of students worldwide, fostering a rich learning environment where individuals from different backgrounds and geographical locations can share insights and experiences, enhancing the overall learning experience.

**Technology Integration:** Utilization of technology in online learning can simulate real-world logistics scenarios, use interactive tools for understanding supply chain operations, and offer practical experiences through virtual simulations or software applications used in the industry.

**Networking Opportunities:** Virtual discussions, forums, and collaborative projects facilitate networking among students, alumni, and industry professionals, creating opportunities for knowledge exchange, mentorship, and career growth.

**Cost-effectiveness:** ODL or Online programs often have lower tuition fees and eliminate expenses related to commuting or relocation, making quality education more accessible to a broader spectrum of learners.

**Adaptability to Industry Changes:** The shipping and logistics industry evolves rapidly. Online programs can be more agile in updating their curriculum to match industry trends and innovations, ensuring students are equipped with the most relevant skills and knowledge.

## V. Instructional Design:

Instructional design is the practice of designing, creating and delivering learning materials and programs. It can be applied to both physical and virtual education, including online courses.

The 5 steps of ADDIE instructional model is used with the steps such as

- Analyze
- Design
- Develop
- Implement
- Evaluate

## V. Instructional Design:

### a. Curriculum Design & Credit Structure

#### BBA - Semester I

S.No	Course Code	Course Title	L	T	P	C
<b>Foundation Course – 3 Credits</b>						
1	CDOEBB101D	Business English- I	2	0	0	2
2	CDOEBB102D	Communication Skills Laboratory - I	0	0	2	1
<b>Programme Core (Mandatory) - 15 Credits</b>						
3	CDOEBB103D	Principles of Management and Organizational Behaviour	3	0	0	3
4	CDOEBB104D	Introduction to Shipping Business	3	0	0	3
5	CDOEBB105D	Business Statistics	2	1	0	3
6	CDOEBB106D	Marketing Management	3	0	0	3
7	CDOEBB107D	Information Technology for Business	2	1	0	3
8	CDOEBB108D	IT tools for Business (Practical)	0	0	2	1
<b>Programme Elective</b>						
		Elective-1	3	0	0	3
<b>TOTAL</b>			<b>18</b>	<b>2</b>	<b>4</b>	<b>22</b>

#### BBA - Semester: II

S.No	Course Code	Course Title	L	T	P	C
<b>Foundation Course – 3 Credits</b>						
1	CDOEBB201D	Business English- II	2	0	0	2
2	CDOEBB202D	Communication Skills Laboratory - II	0	0	2	1
<b>Programme Core (Mandatory) - 15 Credits</b>						
3	CDOEBB203D	Business Accounting	2	1	0	3
4	CDOEBB204D	International Trade	3	0	0	3
5	CDOEBB205D	Economics of Sea Transport	3	0	0	3
6	CDOEBB206D	Human Resource Management	3	0	0	3
7	CDOEBB207D	Foreign Exchange Markets	3	0	0	3
<b>Programme Elective</b>						
		Elective-2	3	0	0	3
<b>TOTAL</b>			<b>19</b>	<b>1</b>	<b>2</b>	<b>21</b>

### BBA - Semester: III

S.No	Course Code	Course Title	L	T	P	C
<b>Foundation Course – 1 Credits</b>						
1	CDOEBB301D	Interpersonal Communication	0	0	2	1
<b>Programme Core (Mandatory) - 18 Credits</b>						
2	CDOEBB302D	Financial Management	3	0	0	3
3	CDOEBB303D	Logistics Management	3	0	0	3
4	CDOEBB304D	Ports and Terminals Management	3	0	0	3
5	CDOEBB305D	Multimodal Transportation	3	0	0	3
6	CDOEBB306D	Economic Geography	3	0	0	3
7	CDOEBB307D	Retail Management	3	0	0	3
<b>Programme Elective</b>						
		Elective-3	3	0	0	3
<b>TOTAL</b>			<b>21</b>	<b>0</b>	<b>2</b>	<b>22</b>

### BBA - Semester: IV

S.No	Course Code	Course Title	L	T	P	C
<b>Foundation Course – 1 Credits</b>						
1	CDOEBB401D	Professional communication	0	0	2	1
<b>Programme Core (Mandatory) - 15Credits</b>						
2	CDOEBB402D	Liner Trade	4	0	0	4
3	CDOEBB403D	Marine Insurance	4	0	0	4
4	CDOEBB404D	Supply Chain Management	4	0	0	4
5	CDOEBB405D	Sales and Distribution Management	3	0	0	3
<b>Programme Elective</b>						
		Elective-4	3	0	0	3
<b>TOTAL</b>			<b>18</b>	<b>0</b>	<b>2</b>	<b>19</b>

### BBA - Semester: V

S.No	Course Code	Course Title	L	T	P	C
<b>Programme Core (Mandatory) - 18 Credits</b>						
1	CDOEBB501D	Warehouse and Inventory Management	3	1	0	4
2	CDOEBB502D	Chartering Principles and Ship Management	3	1	0	4
3	CDOEBB503D	Export and Import Trade	4	0	0	4
4	CDOEBB504D	Legal Aspects of Shipping	3	0	0	3
5	CDOEBB505D	Research Methods	3	0	0	3
<b>Programme Elective</b>						
		Elective-5	3	0	0	3
<b>TOTAL</b>			<b>18</b>	<b>2</b>	<b>0</b>	<b>21</b>

### BBA - Semester: VI

S.No	Course Code	Course Title	L	T	P	C
<b>Programme Core (Mandatory) – 7 Credits</b>						
1	CDOEBB601D	Entrepreneurship Management	3	1	0	4
2	CDOEBB602D	Corporate Governance	3	0	0	3
<b>Programme Elective</b>						
		Elective-6	3	0	0	3
<b>Project – 5 Credits</b>						
5	CDOEBB603D	Major Project	0	0	10	5
<b>TOTAL</b>			<b>9</b>	<b>1</b>	<b>10</b>	<b>15</b>

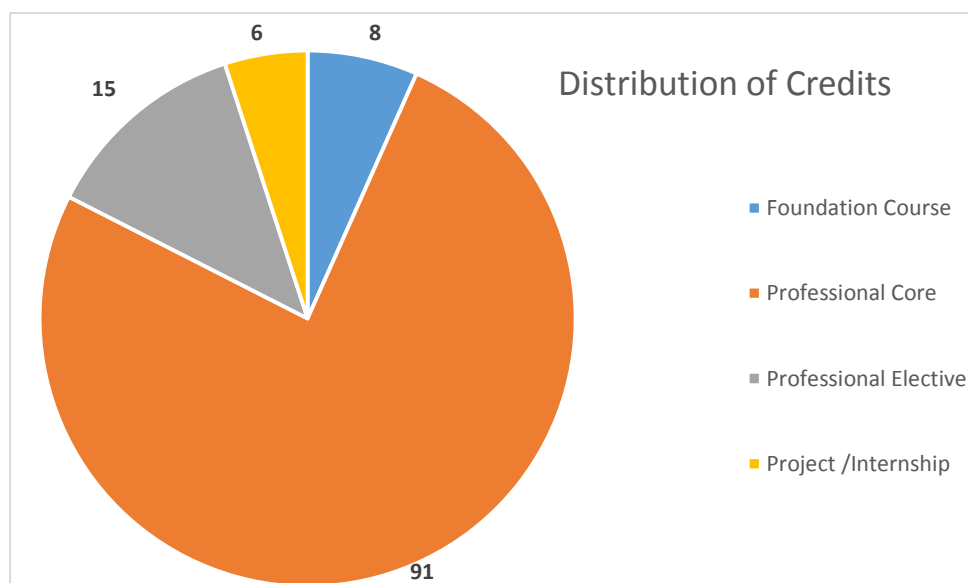
S.No	Course Code	Course Title	L	T	P	C
<b>Programme Electives</b>						
1	CDOEBBE1	Business Economics	3	0	0	3
2	CDOEBBE2	Ethics and values	3	0	0	3
3	CDOEBBE3	Quantitative Techniques for Management	3	0	0	3
4	CDOEBBE4	Strategic Business Leadership	3	0	0	3
5	CDOEBBE5	Management Information System	3	0	0	3
6	CDOEBBE6	Strategic Business Reporting	3	0	0	3
7	CDOEBBE7	Business Law	3	0	0	3
8	CDOEBBE8	Industrial Marketing	3	0	0	3
9	CDOEBBE9	Learning and Development	3	0	0	3
10	CDOEBBE10	Strategic Cost Management	3	0	0	3
11	CDOEBBE11	Enterprise Resource Planning	3	0	0	3
12	CDOEBBE12	Digital and Social Media Marketing	3	0	0	3

## BBA CURRICULUM – CREDIT SHARE

Semester	Contact Hours	Lecture	Tutorial	Practical	Credits
Semester 1	26	18	2	4	22
Semester 2	28	23	1	2	21
Semester 3	24	21	0	2	22
Semester 4	24	18	0	2	19
Semester 5	23	18	2	0	21
Semester 6	23	9	1	10	15
<b>Total</b>	<b>122</b>	<b>107</b>	<b>6</b>	<b>20</b>	<b>120</b>

### Distribution of Credits

Foundation Course	Professional Core	Professional Elective	Project	Total
8	91	15	6	120





## **b. Detailed Syllabi**

Detailed Syllabus for the Programme / Courses is attached in Annexure

## **c. Duration of the Program**

The Programme can be completed in a minimum of 3 years and also as per UGC Regulations.

## **d. Faculty & Support Staff Requirements**

Faculty shall be allocated as per the requirements stipulated in the UGC Regulations & Guidelines for ODL, as the following

Associate Professor / Assistant Professor : 2 nos.

Support Staff also shall be allocated, as per the guidelines, for the first 5000 students shall be ensured at all times.

## **e. Instruction Delivery Mechanisms**

Courses are delivered in a 'self-study' mode with learning material in the form of SLM's, (print form / eBook Form) and Self Assessments being available to the students. Additionally ,Personal Contact Programs (PCP's) in classroom lecture mode at campus and online via recorded lecture / virtual classroom sessions to be provided as per a fixed schedule towards the end of each term.

## **f. Instruction Media**

Program Instruction shall be delivered using Print SLM, eBook/eSLM, as well as a Personal Contact Program that shall be conducted in classroom mode, as well as broadcast using the internet using virtual classroom platform for students unable to attend physically.

## **g. Student Support Service Systems**

Learner Support Service via Web, Chat, Call Support. Access to counsellors at Department on University campus. Access to Library resources at the University / Department.

## VI. Procedure for admissions, curriculum transaction and evaluation:

### A. ELIGIBILITY FOR ADMISSION

Eligibility for Admission into ODL & OL Programmes (BBA) are as follows:

S.No.	Programme	Admission Requirements
1	BBA (ODL & OL)	Candidates must have passed their class XII examinations from any stream through a recognized board in order to be eligible to apply for BBA programme.

- For admission into OL programme other than Indian students stated above, foreign students are also eligible to enrol this programme.
- Admission Eligibility requirements for ODL & OL programmes (BBA) are same as programme (BBA) offered in full time regular (conventional) mode under respective Regulations.
- Eligibility conditions for admission such as class obtained, number of attempts in the qualifying examination and physical fitness will be as prescribed by this Institution from time to time.

### B. PROGRAM DELIVERY – METHOD & TOOLS

Study material, in the form of print books (SLM's) , as well as ebook form, shall be provided to each student at the beginning of the year.

A Web based Portal which shall allow the student access to the following

- Admission & Enrolment Details
- Fee Details and Online Fee Payment Gateway
- Prospectus, Regulations & Syllabus
- Notifications ( Admissions, fees, examinations etc)
- Course List, with completion status and scores /results
- eBook's / ePrint of SLM's.

- Self Assessment/Practice Tests (unscored)
- Continuous Assessments /Assignments
- Online PCP Classroom Lectures (Recorded or via Virtual Classroom session) as conducted eachsemester.
- Online Learners forum, for student to student interaction.
- Online Copy of the Grade sheet.

### C. DURATION AND STRUCTURE OF PROGRAMME

The minimum and the maximum period for completion of programme will be as follows:

<b>Programme (ODL &amp; OL)</b>	<b>Min. No. of Semesters</b>	<b>Max. No. of Semesters</b>
Bachelor of Business Administration (BBA)	6	12

- This programme is designed to include the following components as prescribed in the respective curriculum:
  - a. Core courses
  - b. Elective courses
  - c. Assignments
  - d. Project work
- The medium of instruction and examination in the above components are only in English.
- The curriculum and syllabi of BBA ODL and OL programme shall be as per the guidelines of the UGC and approved by the Academic Council and Executive Council of this Institution.
- Each academic year shall normally be for one year which is divided into two semesters. The continuous internal assessments and semester-end examinations shall follow the Academic Calendar and Examination Schedule.

- The curriculum and syllabi of ODL and OL programmes of BBA are same as curriculum and syllabi of programmes BBA offered in full time regular (conventional) mode under respective regulations.
- The curriculum of BBA ODL and OL programmes shall follow the minimum prescribed credits required for the award of the degree as specified in the UGC guidelines for this programme as given below:

Programmes	Minimum Prescribed Credits
BBA (with different elective domain specializations including Shipping)	120

The norms for delivery of courses offered through ODL mode are as follows:

S.No.	Credit Value of the Course	Size of SMLs Range (in terms of units)	No. of Assignments	No. of Counseling Sessions Theory (10 percent of Total Study Hours) (hrs.)	Study Hours of Learner (hrs.)
1	2	6-10	1	6	60
2	4	14-20	2	12	120
3	6	20-28	3	18	180
4	8	30-34	4	24	240

#### D. DELIVERY OF ONLINE MATERIALS

As per UGC guidelines, Learning Materials are delivered through LMS (Learning Management System) platform with 4 Quadrant approach. Unit wise CIA (Continuous internal Assessment) is designed as per Blooms Taxonomy assessment recommendations and conducted online using LMS Platform as per the semester requirement of the course.

**Quadrant I:** e-Tutorial with audio, animation, simulation and video materials

**Quadrant II:** Lecture notes in the PDF, video demonstrations, interactive chats, web links, open-source simulators, case studies and role-plays will be provided as per the course needs.

**Quadrant III:** Discussion Forums, Feedback Forums, Helpdesk for Doubts clearing Sessions for every course unit will be coordinated by the coordinator and conducted by the respective faculties.

**Quadrant IV:** Self-Assessment like MCQ, Quizzes, Assignments, FAQ on course units, Clarification post assessment discussion forums.

### Norms for Delivery of Courses in Online Mode

S.No.	Credit value of the course	No. of Weeks	No. of Interactive Sessions		Hours of Study Material		Self-Study hours including Assessment etc.	Total Hours of Study (based on 30 hours per credit)
			Synchronous Online Counselling/ Webinars/ Interactive Live Lectures (1 hour per week)	Discussion Forum/ asynchronous Mentoring (2 hours per week)	e-Tutorial in hours	e-Content hours		
1	2 credits	6 weeks	6 hours	12 hours	10	10	22	60
2	4 credits	12 weeks	12 hours	24 hours	20	20	44	120
3	6 credits	14 weeks	14 hours	28 hours	30	30	66	180
4	8 credits	16 weeks	16 hours	32 hours	40	40	88	240

### E. ASSESSMENTS AND EXAMINATIONS

- The weightage for different components of assessments for programmes offered through ODL mode shall be as under:
  - Formative Assessment (Continuous Internal Assessment) : 30 %.
  - Summative assessment (End Semester Examination) : 70 %

For project work the assessment pattern is as follows:

Review of Project Work		Dissertation & Viva-Voce	
Component	Marks	Component	Marks
First Review	5	Presentation	15
Second Review	10	Content Originality	15
Third Review	15	Study/Model and Analysis Validity	15
		Findings & Conclusion	15
		Future Scope	10
<b>Total</b>	<b>30</b>		<b>70</b>

- End Semester Assessment Pattern for Open and Distance Learning Mode: All End Semester Examinations or Term-End Semester for programmes offered through Open and Distance Learning mode shall be conducted through proctored examination (online testing) within Territorial Jurisdiction, in the examination centre located in the headquarters (AMET Deemed to be University Campus, Chennai). The Exams shall be under the direct control and responsibility of the University.
- End Semester Assessment Pattern for Online Learning Mode: The Examinations for online learning mode shall be conducted using the technology-enabled to conduct an online test with all the security arrangements ensuring transparency and credibility of the examinations, or through the Proctored Examination and in conformity with any other norms for such examination as may be laid down by the Commission.
- Appearing for semester-end theory examination for each course is mandatory and a student should secure a minimum 40% marks for BBA and B.Com programmes, in each course in semester-end examination for the successful completion of the course.
- The components of continuous assessment for theory and practical courses shall be finalized in the first-class committee meeting.
- For the first attempt of the arrear theory examination, the internal assessment marks scored for a course during the first appearance shall be considered for grading along with the marks scored in the semester-end arrear examination. From the subsequent appearance onwards, full weightage shall be assigned to the marks scored in the semester-end examination to award grades and the internal assessment marks secured during the course of study shall not be considered.

The procedures followed for awarding marks and fixing grades for ODL programmes such as BBA & B.Com are the same as for programmes offered in the regular (conventional) mode.

#### **F. PASSING, DECLARATION OF RESULTS AND GRADE SHEET**

- All assessments for a course shall be made on absolute marks basis. However, the Class Monitoring Committee without the student members shall meet within 5 days after the End Semester Examination and analyse the performance of students in all assessments of a course and award letter grades. The letter grades and the corresponding grade points for BBA are as follows:

Letter Grades	Grade Points	Percentage of Marks
<b>O</b> (Outstanding)	10	100
<b>A+</b> (Excellent)	9.0 – 9.9	Marks $\geq$ 90 and Marks $\leq$ 99
<b>A</b> (Very Good)	8.0 – 8.9	Marks $\geq$ 80 and Marks $\leq$ 89
<b>B+</b> (Good)	7.0 – 7.9	Marks $\geq$ 70 and Marks $\leq$ 79
<b>B</b> (Above Average)	6.0 – 6.9	Marks $\geq$ 60 and Marks $\leq$ 69
<b>C</b> (Average)	5.0 – 5.9	Marks $\geq$ 50 and Marks $\leq$ 59
<b>P</b> (Pass)	4.0 – 4.9	Marks $\geq$ 40 and Marks $\leq$ 49
<b>RA</b> (Re-Appear)	0.0 – 3.9	Marks $<$ 40
<b>AB</b> (Absent)	0	Absent

**Grade Point Average (G.P.A.)**

$$= \frac{\text{Sum of multiplication of grade points and the credits of the courses (Total Credit Points)}}{\text{Sum of the credits of the courses (passed) in a semester (No. of Credits)}}$$

\* G.P.A. and No. of Credits will not be displayed for Students who have not cleared all the courses.

**Marks**

<b>Maximum CIA (Continuous Internal Assessment)</b>	<b>30</b>
<b>Maximum ESE (End Semester Examinations)</b>	<b>70</b>

- A student who earns a minimum of five grade points, declared to have successfully completed the course. Such a course cannot be repeated by the student for improvement of grade.
- The results, after awarding of grades, shall be signed by the Chairman of the Class Committee and declared by the Controller of Examinations.
- Within one week from the date of declaration of result, a student can apply for revaluation of his / her semester end theory examination answer script more courses, on payment of prescribed fee to the Controller of Examinations.
- After results are declared, grade report shall be issued to each student, which contains the following details:

- a. List of courses along with course code enrolled during the semester / arrear courses, if any;
  - b. Marks secured (CIA, ESE & Total);
  - c. Passing Minimum;
  - d. Grade Point Semester Wise Grade Point Average (GPA) of all courses enrolled from first semester onwards, if completed for the semester
  - e. Result
- GPA is the ratio of the sum of the products of the number of credits of courses registered and the grade points courses, taken for all the courses, to the sum of the number of credits of all the courses in the semester.

$$\text{Grade Point Average (G.P.A.)} = \frac{\text{Sum of multiplication of grade points and the credits of the courses (Total Credit Points)}}{\text{Sum of the credits of the courses (passed) in a semester (No. of Credits)}}$$

\* G.P.A. and No. of Credits will not be displayed for Students who have not cleared all the courses.

- The formula for the conversion of CGPA to the equivalent percentage of marks is as follows:

$$\text{Percentage Equivalent of Marks} = \text{CGPA} \times 10$$

- After successful completion of the programme, the Degree shall be awarded upon fulfilment of curriculum requirements and classification based on CGPA as follows:

Classification	CGPA
<b>First Class with Exemplary</b>	9.0 CGPA and Above (First Attempt within stipulated Time and no break of study)
<b>First Class with Distinction</b>	7.5 CGPA and Above (First Attempt within stipulated Time and no break of study)
<b>First Class</b>	6 CGPA and Below 7.5 CGPA
<b>Second Class</b>	5.0 and Below 6 CGPA

- For the purpose of classification, the CGPA shall be rounded to two decimal places. For the purpose of comparison of the performance of students and ranking, CGPA will be considered up to three decimal places.



## **G. POWER TO MODIFY THE REGULATION**

Academy of Maritime Education and Training (AMET) Deemed to be University's Academic Council has the RIGHT and POWER TO MODIFY any of the above regulations from time to time as per the guidelines.

## **VII. Requirement of the laboratory support and Library resources:**

Students registered in the ODL programme and who desire to avail themselves of library facilities will be permitted to make use of the Exclusive Library earmarked for ODL programmes in the University and also they will be permitted to use the main University Library. Additional online resources are also provided via the Learning Management System, with access to eLibrary.

Courses that require Laboratory support shall be provided with online virtual lab and lab simulation tools and software, to allow students to practice accordingly.

## **VIII. Cost estimate of the programme and the provisions:**

The Finance Committee will set aside budgetary provisions towards Programme Development, Programme Delivery, Programme Maintenance. Once the programs are operational, fee receipts from the program may be used to cover the same, as per the guidance of the Executive Council.

## **IX. Quality assurance mechanism and expected program outcomes**

- a. Review Mechanism for Programme
- b. Course Benchmarking
- c. Mechanism for Monitoring Effectiveness.

The IQAC is striving to bring newer initiatives pertaining to research, campus development, ICT adoption in teaching, providing better focus for the research scholars through workshops, coordinating Academic and Administrative Audit of the University, etc. At the end of every academic year, the University conducts assessment of the curriculum / course/ academic programme by students. The assessment focuses on broad areas like 1) reasons for selecting courses, 2) facilities available in the Departments, 3) quality of the syllabus, 4) internal assessment evaluation, 5) quality of the teacher in terms of regularity to classes, command over language, encouragement of

students in the classes, completion of syllabus and 5) rating of the programme and the Department. This feedback contributes to the academic radar prepared by the IQAC.

Towards the Quality Assurance Mechanism for ODL Programs, the University shall establish a Centre for Internal Quality Assurance exclusively for programmes in the Open and Distance Learning mode and follow the Quality Assurance Guidelines on learning materials in multiple media, human resources, curriculum and pedagogy, as specified in the UGC ODL Regulations.

The CIQA will be required to conduct training and capacity building of teaching and administrative staff and counselors at regular intervals.

The University IQAC's cell shall work closely with the CIQA to develop Feedback mechanisms, to allow for Program and Process Review on a regular basis. 360 Degree feedback, from Students, Faculty, Counsellors and Admin Staff shall be processed, and suggestions and improvements incorporated accordingly.

The Course shall be benchmarked with the Courses conducted in campus, for full time students, in order to ascertain the quality. Students Learning outcomes as measured in the exam's and test shall be compared on a regular basis.

Post completion of a Degree Program, students will be regularly polled / interviewed using email feedback surveys, to measure impact of the program on their professional and academic lives. These indicators shall be used to constantly improve upon the programs, and make them at par industry standards and expectations.