



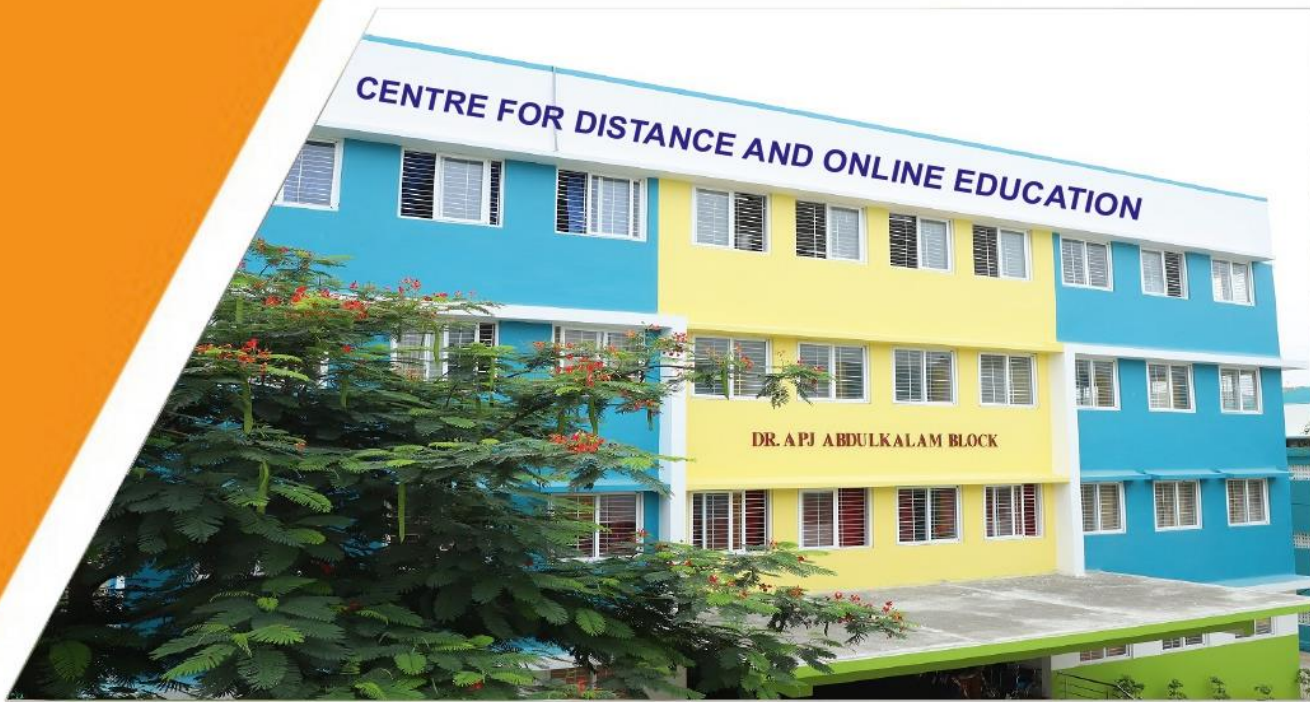
VELS



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI

ACCREDITED BY **NAAC** WITH '**A**' GRADE
INSTITUTION WITH **UGC 12B** STATUS
Marching Beyond 30 Years Successfully

Centre for Distance and Online Education (CDOE)



Prospectus for ODL Programmes 2023-2024

Velan Nagar, P.V.Vaithiyalingam Road,
Pallavaram, Chennai - 600117
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**Admission Prospectus for the
Open and Distance Learning Programmes**

Academic Year: 2023-2024

Cost of Application and Prospectus: Rs.100/-

VISTAS- VISION AND MISSION

VISION:

To make the Institute an epitome of excellence in higher education by effectively providing high quality education and rigorous training to students in multiple streams of choice with ample scope for all round development to make them excel in their profession for betterment of the society

MISSION:

- **Effectively imparting knowledge and inculcating innovative thinking**
- **Facilitating skill enhancement through add-on courses and hands-on training**
- **Doing original, socially relevant, high quality research**
- **Facilitating appropriate co-curricular, extracurricular and extension activities**
- **Instilling the spirit of integrity, equity, professional ethics and social harmony**

Vaels Educational Trust

History

Vaels Educational Trust was established in 1992, by **Dr. Ishari K Ganesh**, M.Com, MBA, B.L, (M.L), Ph.D, a visionary and an eminent educationist. He founded this trust in the fond memory of his beloved father Shri. Ishari Velan, former minister of Tamil Nadu Government. The core mission of Vaels Educational Trust is to open new avenues of learning in order to empower the individuals and help them in becoming self-reliant. The Multi-disciplinary need based and research oriented Vels Group of Institution, functioning under the single umbrella of "Vaels Educational Trust", highlights the commitment and dedication towards the noble cause of higher education. Vels holds high the blazing beacon of quality Education.

About VISTAS

Vels Institute of Science, Technology and Advanced Studies (VISTAS) deemed to be University was established in the year 2008 under section 3 of the Act of 1956 of University Grants Commission, Government of India, New Delhi. VISTAS has originated from a self-financing Group of Institutions known as Vels Group of Institutions established in 1992. The deemed to be University is located at Pallavaram around 2 kilometer, south of Pallavaram railway station and nearly 4 kilometer away from Chennai Airport. VISTAS has blossomed into a multi-disciplinary Institute offering more than 100 UG & PG Programmes, besides Doctoral Programmes, through 18 Schools and 46 Departments. All the Programmes have the approval of the relevant Statutory Regulating Agencies such as UGC-DEB, UGC, AICTE, PCI, BCI, NCTE, DGS etc. VISTAS is included in the list of Deemed to be Universities under section of 12B of the UGC Act, 1956 on November 2021. VISTAS is also recognized as a Scientific and Industrial Research Organization (SIRO) by the Ministry of Science and Technology, Government of India.

The deemed to be University aims at providing innovative syllabi and new industry worthy and research based courses and hence the revision of curricula is a continuous and on-going process. The revision is initiated by the faculty depending on the requirement and approved by Board of Studies of the concerned Department / School. The courses are under Choice Based Credit Systems that enables students to get adequate freedom in choosing subjects. The Inclusion of Soft Skills like spoken English using modern language laboratory and personality development in the curriculum of undergraduate and postgraduate course benefits the students and makes them employable.

VISTAS has improved infrastructure, modernized laboratories, increased the hostel accommodation and improved sports facilities. Since its inception of deemed to be University, syllabi has been revamped periodically in all disciplines. There has been a significant increase in the enrolment of students and more so among women students. The VISTAS is well equipped with ICT facilities such as Smart class rooms, Video Conferencing, Online courses and Vels Knowledge Resource Centre. VISTAS has Centre for Fish Immunology, Incubation Centre, Central Instrumentation Laboratory, Centre for Energy and Alternative Fuels,

Centre for Distance and Online Education (CDOE), Pallavaram, Chennai

About VISTAS ODL

Open and Distance Learning (ODL) of VISTAS gives you the flexibility to acquire University degree without the need to visit the campus often. VISTAS-CDOE involves the creation of an educational experience of qualitative value for the learner that is best suited to the needs outside the classroom.

As a learner in distance education, the learners can study the programme content through a number of means including the use of Self-Learning Material (SLM), electronic library resources, and by contacting faculty in Personal Contact Programme (PCP) and receiving all supplementary study materials through online. VISTAS holds a great potential in turning itself into a leading source of knowledge acquisition and skill development to enhance learning experience and help in life-long learning. ODL Programmes of VISTAS are designed in such manner to help many students to achieve their educational aspirations.

CDOE Vision

- To provide Higher education to a vast majority of population with a unique learner-centric model of education.
- To make distance education socially-relevant, industry- oriented, and inclusive of all respects.
- To emerge as a World Class hub of knowledge acquisition and skill development outcomes.

CDOE Mission

- To achieve the status of Centre of Excellence in Distance learning arena.
- To be flexible and accessible to a vast majority of aspiring learners.
- To make social elitism at affordable cost.
- To be in the forefront in building human resources by fostering freedom, empowerment, creativity and innovations oriented towards career prospects and in enhancing Gross Enrollment Ratio (GER).
- To make learners accomplish a high degree of academic achievement and cherish their association with the VISTAS-CDOE forever.

Learning Pedagogy -ODL

Delivery methodology in VISTAS ODL Programmes, is unique in many aspects. The distance mode of imparting education at VISTAS relies on technology to take its academic programmes to the doorsteps of learners far and wide. The system is more learner-oriented and the learner has to be an active participant in the learning process. It combines the features of conventional wisdom and the benefits of technology – driven techniques. A multi-channel approach is followed in knowledge acquisition comprising the following support services:

- Self-learning material.
- Assignments, Projects and Case studies with real time exposure
- Digital library resources and Supplementary Materials provided online

- Week-end Personal Contact Programme
- Social Media groups for exchange of information and peer group interaction

The SLMs are prepared by well qualified faculties of VISTAS who have with more than 10 years of teaching experience with adequate knowledge in Open Distance Learning.

List of Programmes on offer-Academic Year: 2023-2024

The following Under Graduate and Post Graduate programmes are on offer from the Academic Year 2023-2024 with the approval of UGC-DEB.

S. No	Programme Code	Name of Programme	Medium	Pattern	Eligibility	Duration		Age	Fees*
						Min	Max		
1	B.B.A	Bachelor of Business Administration	English	Semester	Candidates who have passed in the 12 th Standard or its equivalent/ 12th from NIOS, SIOS, RIOS or 3 Years Diploma from DOTE or 2 Years ITI(NCVT)	3	6	No Age limit	Rs.2,500/- per semester
2	B.Com	Bachelor of Commerce	English	Semester	Candidates who have passed in the 12 th Standard or its equivalent/ 12th from NIOS, SIOS, RIOS or 3 Years Diploma from DOTE or 2 Years ITI(NCVT)	3	6	No Age limit	Rs.2,500/- per semester
3	M.B.A	Master of Business Administration	English	Semester	Any Bachelor Degree from the recognized University/ Institutions or its equivalent	2	4	No Age limit	Rs.12,500/- per semester

* In addition, students have to pay Rs.300/- for Registration and Rs.200/- for postal charges.

Admission Process

The VISTAS-CDOE has converted all its Admission operations and its process into online and therefore, the applications for admission into all the programmes will be accepted only through online. Please refer VISTAS-CDOE website <https://www.vistas.ac.in/> for online admission. The VISTAS-CDOE has an admission unit at Dr. APJ Abdul Kalam Block, VISTAS-CDOE, Pallavaram to assist the applicants for the admission into ODL Programmes.

The academic activities of the VISTAS-CDOE are carried out in two Admission Cycles, i.e., Calendar Year which commences from the month of January every year and Academic Year which commences from the month of July every year.

Submission of Application Form

1. Before submitting the Application, applicants are asked to read carefully and thoroughly the prospectus which is available in the VISTAS-CDOE website (www.vistas.ac.in). Students are advised to, check eligibility regarding age, educational qualification and experience for the programmes applied for, while applying through online.
2. Copies of the certificates, photograph, Aadhar card (Number) of the applicant and the signature of the applicant should be self-attested and uploaded.
3. Eligibility for the admission into ODL Bachelor Degree is that the applicants should possess award of 10+2 from School Education / 10+2 years Industrial Training Institute (I.T.I) / or 10+3 years any Diploma Courses / Senior Secondary Certificate from National institute of Open Schooling (NIOS) or State Institute of Open Schooling (SIOS) or Rural Institute of Open Schooling (RIOS).
4. Only those applicants who have passed the qualifying examination under the 10+2+3 pattern or from the Colleges or under recognised University or higher education institute will be eligible for admission for MBA Degree.
5. If the copies of the Certificates enclosed are in a language other than Tamil or English, a true version of the Certificates in Tamil or English duly certified by a person authorised to attest the Certificates or self-attested must be enclosed.

Mode of Payment of Fee

For all the Programmes, the fees shall be paid to the VISTAS-CDOE only through online. However, Demand Draft (in exceptional case) will also be accepted towards the payment in the name of "VISTAS - CDOE" payable at "Chennai" for Admission fee, Registration fee, Examination fee, Provisional Certificate and Convocation fee drawn from any Nationalised Banks.

Processing of Application Forms, Allotment of Enrollment Number and Issue of ID Cards

The Admission Section shall, after detailed examination of the online Application, allot the Enrollment Number and send the ID Cards to the students. The students shall quote the Enrollment Number in all their future correspondences with the VISTAS-CDOE.

The VISTAS-CDOE will send the Student Identity Card to his/her address.

Issue of Duplicate Identity Card

In case of loss of Identity Card, the student shall apply to The Director, CDOE, VISTAS for the issuance of Duplicate Identity Card in the prescribed form given in link - <https://vistas.ac.in/download-forms/>, with a prescribed fee of Rs.150/- paid vide using Debit Card / Demand Draft drawn in favour of "VISTAS, CDOE" payable at Chennai.

In case of non-receipt of Identity Card, students may write to The Director, CDOE, VISTAS for getting Duplicate Identity Card. The Duplicate Identity Card in such cases will be issued free of cost.

Mode of Payment of Second semester Fee

A student after the completion of the first semester shall make the second semester fee only through online which is available in the VISTAS-CDOE website www.vistas.ac.in.

Refund of Fee

The Programme fee once paid shall not be refunded. However, if on scrutiny, the Applicant is found ineligible for admission to his/her Programme of choice, an amount of Rs.500/- shall be deducted by the VISTAS-CDOE as processing fee and the balance amount of the fee paid to the VISTAS-CDOE shall be refunded to the Applicant.

Issue of Self Learning Materials

Self-Learning Materials for all the semester of study shall be issued directly to the students. In case of non-receipt of Self-Learning Materials, the students are requested to contact the Director, CDOE, VISTAS, Pallavaram, Chennai-600117, (Mobile No: 9445611231).

Change of Address

If the student wish to register a change of address for communication, the same may be informed to the Director, CDOE, VISTAS, Pallavaram, Chennai-600117 in the prescribed form given in the link - <https://vistas.ac.in/download-forms/> with a prescribed fee of Rs.100/-paid vide using Debit Card/Demand Draft drawn in favour of "VISTAS-CDOE" payable at Chennai. Students shall make their own arrangements with the postal authorities for redirecting the communications, if any, addressed to them till the changes are effected in the VISTAS-CDOE master records.

Change of Programme

The student is permitted a one-time change of Programme in the first semester of study only, before the completion of the respective Calendar year / Academic year admission process. A student opting for a change in the Programme/Course should pay: The additional amount of Programme fee, if any, over and above the fee already paid for the original Programme.

The student should write to the Director, CDOE, VISTAS in the prescribed form given in <https://vistas.ac.in/download-forms/> with a fee of Rs.1000/- towards processing fee plus additional programme fee paid vide using Debit Card/Demand Draft drawn in favour of "VISTAS- CDOE" payable at Chennai.

In case, the Programme fee already paid for the first opted Programme are more than that of the newly opted Programme, no refund of the difference in the amount shall be made to the student.

Change of Name

The student shall apply for Change of Name in the prescribed format given in the link - <https://vistas.ac.in/download-forms/>, along with the prescribed fee of Rs.100/- vide using Debit Card/Demand Draft drawn in favour of "VISTAS-CDOE" payable at Chennai and the copy of the Gazette Notification.

Personal Contact Programme (PCP)

Personal Contact Programme will be organized during the Saturdays and Sundays at Vels Institute Science, Technology and Advanced Studies (VISTAS)-Centre for Distance and Online Education (CDOE), Pallavaram, Chennai-600117. A separate PCP Schedule will be prepared and communicated to all students. 10 per cent of Credit hours will be allotted to PCP. Qualified Academic Counsellors will handle the Personal Contact Programme.

Examination System: Examination to the B.Com, BBA and MBA Programme is designed to maintain quality of standard. The Examination for the B.Com, BBA and MBA Programme consists of Theory Courses and Project (for MBA).

Assignments

The Scheme of Evaluation includes the Continuous Internal Assessment (CIA) through Assignments and it carries 30% weightage. Students are expected to submit one assignment for every two credit. The Assignment questions will be prepared and posted in the VISTAS-CDOE website.

Students have to download the assignment questions and write the answers in the A4 sheets and submit to the Director, Centre for Distance and Online Education (CDOE), Pallavaram, Chennai-600117 for evaluation. More details about assignments will be given in the instructions for Assignment submission.

Theory Examinations/End Semester Examinations (ESE)

The Theory Examinations shall be of three hours duration to each Course and conducted at the end of the semester. The candidates failing in any Course(s) will be permitted to reappear for each failed Course(s) in the subsequent examinations and it has 70% weightage.

The End Semester Examinations (ESE) will be conducted by VISTAS-CDOE every Year in the month of June and December for the First Semester and Second Semester respectively. All the Examinations will be conducted at the Centre for Distance and Online Education (CDOE), Pallavaram, Chennai-600117.

A separate instructions with examination form will be communicated to the students and the same will be posted in VISTAS-CDOE website also.

Passing Minimum for Assignment and Theory Examination

The Candidate shall be declared to have passed the examination, if the candidate secures not less than 25 marks in the End Semester Examination (ESE) in each theory paper and secures not less than 10 marks in the Continuous Internal Assessment (CIA) and overall aggregated marks of 40 in both external and internal taken together for B.Com and BBA Programme and not less than 35 marks in the End Semester Examination (ESE) in each theory paper and secures not less than 15 marks in the Continuous Internal Assessment (CIA) and overall aggregated marks of 50 in both external and internal taken together for MBA Programme.

Programme	Continuous Internal Assessment (CIA)		End Semester Examination (ESE)		Overall Aggregated Marks	
	Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark	Minimum Pass Mark	Maximum Mark
B.Com	10	30	25	70	40	100
BBA	10	30	25	70	40	100
MBA	15	30	35	70	50	100

Note: In case, if a learner failed to secure 40 per cent of aggregate marks for B.Com and BBA, he/she may have to re-appear in End Semester Examination or re-do the assignments for securing 40 per cent .i.e. aggregate passing minimum.

Delivery of Programme

B.Com, BBA and MBA Programme will be offered through VISTAS-CDOE. The Assistant Professors/Associate Professors/ Professors of relevant faculty employed in VISTAS and other HEIs faculties are eligible and available to handle the Academic Counselling/PCP in VISTAS-CDOE for B.Com, BBA and MBA Programme.

Policy of Programme Delivery

The Academic Calendar for the Programme will be available for the learners to track down the chronological events/ happenings. The Academic Counselling/PCP schedule will be uploaded in the VISTAS website and the same will also be intimated to the students through SMS/e-mail.

Cancellation of Admission

Admission is liable to be cancelled at any stage on the following grounds.

- A candidate admitted to a programme provisionally without verifying and ascertaining his / her eligibility for admission and found ineligible later through scrutiny of the filled in admission form.
- Suppression of facts, furnishing incomplete, wrong, or false information in filled-in admission form.
- Misconduct, Indiscipline and Violation of VISTAS-CDOE Norms, Rules & Regulations.

Refund

If found ineligible later, admission will be cancelled and claim for refund of such fees will be considered by the VISTAS-CDOE after deduction of service charges, as applicable from time to time as per prevailing norms of the VISTAS-CDOE.

Programme Details

Bachelor of Commerce (B.Com) - ODL Mode-Semester Pattern

Programme's Mission and Objectives: Bachelor of Commerce, abbreviated as B.Com is an undergraduate degree in commerce and related subjects. The Programme is designed to provide students with a wide range of managerial skills and understanding in streams like Finance, Accounting, Taxation and Management.

The Department of Commerce provides students with the Bachelor of Commerce degree, with a substantial amount of specialization in the fields of Commerce and Accounting. This Programme is suitable for those who wish to pursue a career in Commerce, most commonly, who are aspiring for CA (Chartered Accountant) CMA (Cost and Management Accountant), CS (Company Secretaryship) and M.Com Degree. This is mainly due to the course content, where greater emphasis is laid on subjects that would help develop a career in these fields. To enable the students to obtain a good understanding of how the commercial and financial aspects of a business need to be managed. To create and nurture Financial, Marketing and Accounting Professionals who possess a high level of knowledge and competence to effectively contribute to society with commitment and integrity.

Programme Educational Objectives (PEOs)

Bachelor of Commerce programme has the following PEOs which are required for the students to develop their knowledge and skills to meet future business needs.

PEO-1: To help the students gain understanding of the functions and responsibilities of managers and to develop cognizance of the importance of management principles.

PEO-2: To appraise current practice critically and evaluate proposed changes from the theoretical base and to develop the students' ability to deal with numerical and quantitative issues in business.

PEO-3: To facilitate the understanding of Company Accounts in general and to motivate students to understand the various provisions of the Companies Act and to create the knowledge of Legal perspective and its practices to improvise the business.

PEO-4: To impart knowledge in concepts and tools of Operations Research and to understand mathematical models used in Operations Research.

PEO-5: To familiarize students with the basic concepts of cost and various methods and techniques of costing.

PEO-6: To introduce students to the basic concepts in Income-Tax and to give them the necessary expertise to file return of income tax and to take up job in filing of tax.

Programme Outcomes (POs)

The study of B.Com helps students:

PO-1: Gain knowledge in various areas of Accounting, Marketing, Banking, Human Resource Management, Finance and Laws relating to companies.

PO-2: To be equipped to the world of work, particularly, work of the future. The student will get a first-hand exposure of working in the real world.

PO-3: To develop managerial knowledge and tactical dexterity, with a broader skill set and encourages them to seek out audacious, innovative solutions for today's business.

PO-4: To formulate business problems and provide innovative solutions thus, moulding them into future visionaries, management leaders that are compassionate yet efficient.

PO-5:To get a rigorous base for teaching, research, and allied business administrations.

PO-6: To build a concrete footing for advanced studies in Commerce and to stand with the requirement of Business Sector, Insurance, and Banking seeking youth fit for employment.

Programme Specific Outcomes (PSOs)

PSO-1: B.Com Programme provides the outcome of Accounting, Banking, Cost Accounting, Management Accounting, Financial Management, Marketing Management, Financial Services, and Human Resource Management in the Commerce.

PSO-2: This Programme has opened opportunities in the trade of Commerce, Business, Banking, and Insurance and in related eve of business.

PSO-3: Self-employment confidence development.

PSO-4: Students will get the practical skill to work as accountant.

B.Com-Programme Structure

First Year-First Semester

S.No	Course Code	Course title	Category	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks
						*CIA	*ESE	
1	DLTAM -11	Tamil - I	Language- I	4	3	30	70	100
2	DLENG-11	English - I	Language- II	4	3	30	70	100
3	DCBGL-11	Financial Accounting - I	CORE	4	3	30	70	100
4	DCBBA-12	Business Management	CORE	4	3	30	70	100
5	DCBEC-13	Managerial Economics	CORE	4	3	30	70	100
Total First Semester Credits				20				

First Year-Second Semester

6	DLTAM- 21	Tamil - II	Language-III	4	3	30	70	100
7	DLENG-21	English - II	Language-IV	4	3	30	70	100
8	DCBGL-21	Financial Accounting - II	CORE	4	3	30	70	100
9	DCBBA-22	Human Resource Management	CORE	4	3	30	70	100
10	DCBBA-23	Organizational Behaviour	CORE	4	3	30	70	100
Total Second Semester Credits				20				

Second Year- Third Semester

11	DLTAM-31	Tamil – III	Language- V	4	3	30	70	100
12	DCBMS-31	Business Statistics	CORE	4	3	30	70	100
13	DCBGL-32	Business Law	CORE	4	3	30	70	100
14	DCBGL-33	Corporate Accounting - I	CORE	4	3	30	70	100
15	DEVS-031	Environmental Studies	AECC	2	3	30	70	100
16		Optional-1		4	3	30	70	100
17		Optional-1		4	3	30	70	100
Total Third Semester Credits				26				

Second Year- Fourth Semester

18	DCBGL-41	Operations Research	CORE	4	3	30	70	100
19	DCBGL-42	Corporate Accounting - II	CORE	4	3	30	70	100
20	DCBGL-43	Financial Services	CORE	4	3	30	70	100
21	DSBBA-41	Personality Development	SEC	2	3	30	70	100
22	DDBBA-42	Business Communication	AECC	4	3	30	70	100
23		Optional-2		4	3	30	70	100
24		Optional-2		4	3	30	70	100
Total Fourth Semester Credits				26				

Third Year- Fifth Semester

25	DCBGL-51	Cost Accounting	CORE	4	3	30	70	100
26	DCBGL-52	Income Tax Law and Practice-I	CORE	4	3	30	70	100
27	DCBBA-51	Financial Management	CORE	4	3	30	70	100
28	DCBBA-54	Marketing Management	CORE	4	3	30	70	100
29	DABGL-55	Banking Theory Law and Practice	CORE	4	3	30	70	100
30	DGBBA-51	Consumer Affairs	GE	2	3	30	70	100
31		Optional-3		4	3	30	70	100
Total Fifth Semester Credits				26				

Third Year- Sixth Semester

32	DCBBA-62	Management Accounting	CORE	4	3	30	70	100
33	DCBGL-62	Income Tax Law and Practice-II	CORE	4	3	30	70	100
34	DCBEC-63	Indian Economy	CORE	4	3	30	70	100
35	DCBGL-64	Practical Auditing	CORE	4	3	30	70	100
36	DGBBA-61	Disaster Management	GE	2	3	30	70	100
37		Optional-4		4	3	30	70	100
Total Sixth Semester Credits				22				
Total Credits=140								

*CIA- Continuous Internal Assessment /*ESE- End Semester Examination

Optional Courses Available

The following Discipline Specific Elective (DSE) Courses, Skill Enhancement Courses (SEC), Generic Elective Courses (GEC) and Ability Enhancement Courses (AEC) are also available for the learners to choose from 3rd Semester onwards, subject to a maximum of 28 credits from the following courses:

S.No	Subject Code	Name of Course	Category	No.of.Credits
Semester- III:Optional-1				
1	DAENG-31	English for Competitive Exam	AEC	4
2	DDBGL-32	Company Law	DSE	4
3	DABGL-33	Universal Human Values	AEC	4
Semester - IV:Optional-2				
4	DDBBA-41	Capital Market	DSE	4
5	DCBBA-42	Research Methodology	DSE	4
6	DDBBA-43	Computer Applications in Business	DSE	4
Semester- V:Optional-3				
7	DAENG-51	Counselling and Negotiation Skills	AEC	4
8	DDBBA-52	E-Business	DSE	4
9	DCBBA-52	Industrial Relations	DSE	4
Semester - VI:Optional-4				
10	DAENG-61	Soft Skills	AEC	4
11	DDBBA-62	International Finance	DSE	4
12	DDBBA-63	Brand Management	GE	4
Total Credits of Optional Courses				48

Bachelor of Business Administration (B.B.A) - ODL Mode- Semester Pattern

Programme's Mission and Objectives

Bachelor of Business Administration (B.B.A) Programme is one of the core and popular Bachelor's Degrees. It is a course that covers the Principles of Management, as well as its theories and applications. Human Resource Management, Marketing Management, Financial Services, E- Business, Financial Management and Management Accounting are covered under this course. Students pursuing this Programme will have a great career in Banking, Finance and other major industries.

Bachelor of Business Administration or B.B.A is one of the most popular bachelor degrees. This degree programme deals the management of a business, company or organization. The students are taught skills and in-depth knowledge of the business world, and all the intricate aspects of running a business. This is one of the best professional degree among that's popular with 12th pass students.

Programme Educational Objectives (PEOs)

Bachelor of Business Administration (B.B.A) Programme have the following PEOs which are required for the students to develop their knowledge and skills to meet future business needs.

PEO-1: To provide basic knowledge in financial Accounting concepts and also to gain working knowledge of the participants and procedure of accounting and their application.

PEO-2: To Equip the Students with understanding of the Marketing Elements and Sensitize them to certain Emerging Issues in Marketing.

PEO-3: To create the knowledge of Legal perspective and its practices to improvise the business and to develop and strengthen entrepreneurial quality and motivation in students.

PEO-4: To know about proper understanding of Statistical applications in Business and Management and to impart knowledge in concepts and tools of Operations Research.

PEO-5: To gain a solid understanding of human behaviour in the workplace from an individual, group, and organizational perspective.

PEO-6: To understand the legal framework for the efficient decision-making related to manpower management, industrial relations, the production and operation function and to familiarize students with the techniques of planning and control.

PEO-7: To make them understand the canons and objectives of tax and to make them aware of Goods and Services tax act in a concise manner and to give them peep into tax audit.

Programme Outcomes (POs)

The BBA curriculum has been mapped to these outcomes, which are regularly assessed to identify levels of student achievement and areas of improvement. Students who are Graduates of the Business Administration degree programme will be able to:

PO-1: Students are able to define, analyze, and devise solutions for structured and unstructured business problems and issues using cohesive and logical reasoning patterns for evaluating information, materials, and data.

PO-2: Students are able to conceptualize a complex issue into a coherent written statement and oral presentation.

PO-3: Students are competent in the use of technology in modern organizational operations.

PO-4: Students can demonstrate the fundamentals of creating and managing innovation, new business development, and high-growth potential entities.

PO-5: Students can demonstrate technical competence in domestic and global business through the study of major disciplines within the fields of business.

PO-6: Apply ethical principles and commit to professional ethics and responsibilities and norms of the Management practice.

PO-7: Students can understand the impact of the professional solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

Programme Specific Outcomes (PSOs)

PSO-1: To demonstrate the knowledge of various management principles and to apply in practical life.

PSO-2: To develop entrepreneurial skill in the students.

PSO-3: To determine the practical skill and to work as a management trainee in both manufacturing as well as in financial supporting services.

B.B.A-Programme Structure

First Year-First Semester

S.No	Course Code	Course title	Category	No. of Credits	Exam Hrs	Marks Distribution		Max. Marks
						*CIA	*ESE	
1	DLTAM-11	Tamil - I	Language- I	4	3	30	70	100
2	DLENG-11	English - I	Language- II	4	3	30	70	100
3	DCBGL-11	Financial Accounting - I	CORE	4	3	30	70	100
4	DCBBA-12	Business Management	CORE	4	3	30	70	100
5	DCBEC-13	Managerial Economics	CORE	4	3	30	70	100
Total First Semester Credits				20				

First Year-Second Semester

6	DLTAM- 21	Tamil - II	Language-III	4	3	30	70	100
7	DLENG-21	English - II	Language-IV	4	3	30	70	100
8	DCBBA-21	Business Environment	CORE	4	3	30	70	100
9	DCBBA-22	Human Resource Management	CORE	4	3	30	70	100
10	DCBBA-23	Organizational Behaviour	CORE	4	3	30	70	100
Total Second Semester Credits				20				

Second Year- Third Semester

11	DLTAM-31	Tamil – III	Language- V	4	3	30	70	100
12	DCBMS-31	Business Statistics	CORE	4	3	30	70	100
13	DCBGL-32	Business Law	CORE	4	3	30	70	100
14	DCBBA-33	Digital Marketing	CORE	4	3	30	70	100
15	DCBBA-34	Consumer Behaviour	CORE	4	3	30	70	100
16	DEVS-031	Environmental Studies	AECC	2	3	30	70	100
17		Optional-1		4	3	30	70	100
Total Third Semester Credits				26				

Second Year- Fourth Semester

18	DCBMS-41	Operations Research	CORE	4	3	30	70	100
19	DCBBA-42	Research Methodology	CORE	4	3	30	70	100
20	DCBGL-43	Financial Services	CORE	4	3	30	70	100
21	DDBBA-44	Advertisement and Sales Promotion	AECC	2	3	30	70	100
22	DSBBA-41	Personality Development	SEC	2	3	30	70	100
23		Optional-2		4	3	30	70	100
24		Optional-2		4	3	30	70	100
Total Fourth Semester Credits				24				

Third Year- Fifth Semester

25	DCBBA-51	Financial Management	CORE	4	3	30	70	100
26	DCBBA-52	Industrial Relations	CORE	4	3	30	70	100
27	DCBBA-53	Total Quality Management	CORE	4	3	30	70	100
28	DCBBA-54	Marketing Management	CORE	2	3	30	70	100
29	DGBBA-51	Consumer Affairs	GE	2	3	30	70	100
30		Optional-3		4	3	30	70	100
31		Optional-3		4	3	30	70	100
Total Fifth Semester Credits				24				

Third Year- Sixth Semester

32	DCBBA-61	Business Taxation	CORE	4	3	30	70	100
33	DCBBA-62	Management Accounting	CORE	4	3	30	70	100
34	DCBBA-63	Production and Operations Management	CORE	4	3	30	70	100
35	DGBBA-61	Disasters Management	GE	2	3	30	70	100
36	DSBBA-61	Entrepreneurship Development	SEC	4	3	30	70	100
37		Optional-4		4	3	30	70	100
38		Optional-4		4	3	30	70	100
Total Sixth Semester Credits				26				
Total Credits = 140								

*CIA- Continuous Internal Assessment /*ESE- End Semester Examination

Optional Courses Available

The following Discipline Specific Elective (DSE) Courses, Skill Enhancement Courses (SEC), Generic Elective Courses (GEC) and Ability Enhancement Courses (AEC) are also available for the learners to choose from 3rd Semester onwards, subject to a maximum of 28 credits from the following courses:

S.No	Subject Code	Name of Course	Category	No.of.Credits
Semester-III: Optional-1				
1	DAENG-31	English for Competitive Exam	AEC	4
2	DDBBA-32	Security Analysis and Portfolio Management	DSE	4
3	DABGL-33	Universal Human Values	AEC	4
Semester-IV: Optional-2				
4	DDBBA-41	Capital Market	DSE	4
5	DDBBA-42	Business Communication	DSE	4
6	DDBBA-43	Computer Application and Business	DSE	4
Semester-V: Optional-3				
7	DAENG-51	Counselling and Negotiation Skills	AEC	4
8	DDBBA-52	E-Business	DSE	4
9	DDBBA-53	Transportation and Distribution Management	DSC	4
Semester-VI: Optional-4				
10	DAENG-61	Soft Skills	AEC	4
11	DDBBA-62	International Finance	DSE	4
12	DDBBA-63	Brand Management	DSE	4
Total Credit of Optional Courses				48

Master of Business Administration (MBA) - ODL Mode-Semester Pattern

Approved by All India Council for Technical Education (AICTE),
New Delhi for ODL Mode

MBA Programme's Mission and Objectives

The main objectives of MBA degree programme are to develop critical thinking, analytical ability and decision making skills. A resume with an MBA degree will give confidence and improve negotiation skills with good communication and design thinking and rational judgement. Obtaining MBA degree substantially boosts the career and employment prospects. This also kindles the entrepreneurial skill of an individual.

The ODL Programme in VISTAS have earned the brand name in the educational sector in India, with NAAC and NBA accreditations as a feather to its cap. The VISTAS and department take all these credits to ODL programme as more beneficiaries can enjoy the fruit of this programme.

Mission

- To provide an affordable opportunity for diverse group of students and other stakeholders to learn by synergizing education, research, innovation and outreach efforts.
- To inculcate self-discipline, values, ethics and devotion to duty among the students and to make them good citizens, leaders, professionals and entrepreneurs.
- To develop future business leaders through imparting high quality of analytical ability and decision-making capability.
- To offer exposure to global business standards and inculcate strategic management aspiration.

Programme Outcomes (POs)

Master of Business Administration programme has the following POs which help students to focus on specific areas, do assessments well and learn more life learning principles.

- **PO-1:** To Apply knowledge of management theories and practices to solve business problems.
- **PO-2:** Foster Analytical and critical thinking abilities for data-based decision making.
- **PO-3:** To develop Value based Leadership ability.
- **PO-4:** To understand, analyse and communicate global, economic, legal, and ethical aspects of Business
- **PO-5:** To lead themselves and others in the achievement of organisational goals, contributing effectively to a team environment.
- **PO-6:** To create, select and apply appropriate modern tools and techniques for analysing, interpreting and solving business complexities.
- **PO-7:** To Develop an aptitude for creativity, innovation and entrepreneurship.
- **PO-8:** To Adapt life-long learning and professional development to enrich knowledge and Competencies

Programme Specific Outcomes (PSOs)

Master of Business Administration programme has the following PSOs which are expected for the students to develop by doing multidisciplinary and parallel approach to increase the knowledge of the learners.

- **PSO-1:** Apply multidisciplinary domain knowledge comprising of Accounting, Finance, Operations, Marketing and Human Resources Management to select suitable project proposal for a business enterprise.
- **PSO-2:** Assess global opportunities and challenges to contribute towards firm's growth through strategies such as mergers, acquisitions, international expansion, and new venture development.
- **PSO-3:** Utilise critical awareness in current issues (e.g., Diversity, Social Responsibility, Sustainability, Innovation, Knowledge Management, etc.) in business and management and exhibit ability to lead research and practice in the core domain.

Programme Educational Objectives (PEOs)

Master of Business Administration programme has the following PEOs which are required for the students to develop their knowledge and skills to meet future business needs.

- **PEO-1:** To provide quality education and prepare students to meet global standards and competitive environment.
- **PEO-2:** To inculcate team spirit and leadership capabilities among students to develop business leaders and attain organisational development.
- **PEO-3:** To impart ethical and moral values to create better citizens and society.
- **PEO-4:** To develop entrepreneurial skills, to think strategically and encourage them to become entrepreneurs.
- **PEO-5:** To motivate self-learning students to participate in community development and undertake Industry research projects.

MBA-Programme Structure

First Year-First Semester

Course Code	Course Title	Credits	Maximum Marks			Pass Marks
			CIA*	ESE*	Total	
DCMBA-11	Management Principles & Organizational Behaviour	4	30	70	100	50
DCMBA-12	Business Statistics	4	30	70	100	50
DCMBA-13	Managerial Economics	4	30	70	100	50
DCMBA-14	Financial Reporting , Statements & Analysis	4	30	70	100	50
DCMBA-15	Legal & Business Environment	4	30	70	100	50
DCMBA-16	Business Communication & Soft Skills	4	30	70	100	50
DCMBA-17	Computer Applications for Business	4	30	70	100	50
Total		28				

First Year-Second Semester

DCMBA-21	Quantitative Techniques	4	30	70	100	50
DCMBA-22	Financial Management	4	30	70	100	50
DCMBA-23	Human Resources Management	4	30	70	100	50
DCMBA-24	Marketing Management	4	30	70	100	50
DCMBA-25	Operations Management	4	30	70	100	50
DCMBA-26	Research Methodology	4	30	70	100	50
DCMBA-27	Corporate Social Responsibility & Sustainability	4	30	70	100	50
Total		28				

Second Year-Third Semester

DEMBA-31	Investment Analysis and Portfolio Management	4	30	70	100	50
DEMBA-32	Financial Markets and Services	4	30	70	100	50
DEMBA-33	Consumer Behaviour	4	30	70	100	50
DEMBA-34	Product and Brand Management	4	30	70	100	50
DEMBA-35	Employee Relations	4	30	70	100	50
DEMBA-36	Performance Management Systems	4	30	70	100	50
DEMBA-37	Team Dynamics at Work	4	30	70	100	50
Total		28				

Second Year-Fourth Semester

DRMBA-41	Project	12	100	200	300	150
DCMBA-42	Entrepreneurship in Practice	4	30	70	100	50
DCMBA-43	Universal Human Values	2	30	70	100	50
Total		18				

Total Credits: 102***CIA-Continuous Internal Assessment / *ESE-End Semester Examination**

Application for Change of Address of the Student

Date:

1	Name of the Student	
2	Contact Number of the Student	
3	Enrolment No.	
4	Name of the Programme	
5	Existing Address	
6	Address to be Changed as	
7	Fee Remittance Details	

Signature of the Student

Note:- If the student desires to register a change of address for correspondence, the same may be informed to the Director, CDOE, VISTAS, Pallavaram, Chennai-600117 in the prescribed form given in the link - <https://vistas.ac.in/download-forms/> with a prescribed fee of Rs.100/-paid vide using Debit Card/Demand Draft drawn in favour of “the VISTAS- CDOE” payable at Chennai.

Students shall make their own arrangements with the postal authorities for redirecting the communications, if any, addressed to them till the changes are effected in the VISTAS-CDOE records.

Application for Issue of Duplicate ID Card

Date:

1	Name of the Student	
2	Contact Number of the Student	
3	Enrolment No	
4	Name of the Programme	
5	Enclose the Stamp size Photo	
6	Fee Remittance Details	
7	Reason for issue of a Duplicate Identity Card	

Signature of the Student

Note:- In case of loss of Identity Card, the student shall apply to The Director, CDOE, VISTAS for the issuance of Duplicate Identity Card in the prescribed form given in link - <https://vistas.ac.in/download-forms/>, with a prescribed fee of Rs.150/- paid vide using Debit Card / Demand Draft drawn in favour of "VISTAS-CDOE" payable at Chennai.

In case of non-receipt of Identity Card, students may write to The Director, CDOE, VISTAS for getting Duplicate Identity Card. The Duplicate Identity Card in such cases will be issued free of cost.

Application for Change of Programme /Course

Date:

1	Name of the Student			
2	Contact Number of the Student			
3	Enrolment No			
4	Whether the Original ID Card has been surrendered		Yes/No	
5	Details of Programme Originally Enrolled		Programme Name & Code	Course Name and Code
6	Change Requested to		Programme Name & Code	Course Name and Code
7	Fee Payment Details (in Rupees)			
	Additional Programme Fee	Study Material Cost(20% of Programme Fee for Change of Programme/ Course)	Processing Fee	Total
8	Fee Remittance Details			

Signature of the Students

Note:- The student is permitted a one-time change of Programme in the first semester of study only, before the completion of the respective Calendar year/Academic year admission process. A student opting for a change in the Programme/Course should pay: The additional amount of Programme fee, if any, over and above the fee already paid for the original Programme. The student should write to the Director, CDOE, VISTAS in the prescribed form given in <https://vistas.ac.in/download-forms/> with a fee of Rs.1000/- towards processing fee plus additional programme fee paid vide using Debit Card/Demand Draft drawn in favour of "VISTAS-CDOE" payable at Chennai. In case, if the Programme fee already paid for the first opted Programme are more than that of the newly opted Programme, no refund of the difference in the amount shall be made to the student.

Application for Change/Correction in the Name of the Student

Date:

1	Name of the Student	
2	Contact Number of the Student	
3	Enrolment No	
4	Name to be corrected as	In English (Block Letters):
		In Tamil:
5	Particulars of Document in which change of name has been notified	
6	Whether a Copy of the Gazette Notification is enclosed?	Yes/No
7	Fee Remittance Details	

Signature of the Student

Note:-The student shall apply for Change of Name in the prescribed format given in the link - <https://vistas.ac.in/download-forms/>, along with the prescribed fee of Rs.100/- vide using Debit Card/Demand Draft drawn in favour of "VISTAS-CDOE" payable at Chennai and the copy of the Gazette Notification.

Centre for Distance and Online Education (CDOE)

Velan Nagar, P.V. Vaithialingam Road, Pallavaram, Chennai - 600 117.
 Phone: 9962521057 + Email:director.cdoe@vistas.ac.in + VISTAS Website: www.vistas.ac.in

Grievance Form

Date:

The Director,
 Centre for Distance
 and Online Education, VISTAS,
 Velan Nagar, Vaithiyalingam Road,
 Pallavaram, Chennai - 600 117.

1	Name of the Student	
2	Contact Number of the Student	
3	Name of the Programme	
4	Enrolment No	
5	Address	
6	Grievances(specify briefly)	

Signature of the Student

Application for Re-Registration for Second to Sixth Semester of the Programme

Date:

1	Name of the Student	
2	Contact Number of the Student	
3	Name of the Programme	
4	Enrolment No	
5	Address with Phone No	
6	Fee Remitted for which semester of Study	Second Semester
7	Fee Remittance Details	

Signature of the Student

VISTAS-CDOE-General Instructions for Online Admission

1. Please read the details of the programme including eligibility criteria, age, fee details, duration, etc. Instructions carefully and login to **www.vistas.ac.in**.
 - a. Click on the button **CDOE** that appears in the applicant login area "**Registrations 2023**" and fill the required registration details.
 - b. After filling the mandatory information click the "**Register**" button.
 - c. Your username and password will be instantly sent to you via e-mail and SMS.
2. Remember your Username and Password for subsequent login.
3. If you have already registered i.e. you are an existing user click the "LOGIN" button.
4. **Before proceeding for filling the form online the applicant must have the following:-**
 - a. Scanned Signature (less than 100 KB)
 - b. Scanned Photograph (less than 100 KB)
 - c. Scanned copy of relevant Educational Qualification (less than 200 KB)
 - d. Scanned Copy of Experience Certificate (if any) (less than 200 KB)
 - e. Scanned Copy of Category Certificate, if SC/ST/BC/MBC/DNT/BC(M)/SC(A) (less than 200 KB)
2. **Fee can be paid by the following methods:**
 - a. Net Banking
 - b. Debit Card (Master/Visa/Rupay)
 - c. Credit Card (Master/Visa)
2. **It is necessary to scan documents from your originals.** Once you have uploaded the document, click the next button you will get the Form preview option. Save/Print your form for future reference.

Registration fee, Cancellation of Admission and Refund of Fee

A **non-refundable Registration Fee** shall be charged along with the programme fee of first semester at the time of admission.

If a student applies for cancellation of application/admission and refund of fee, the refund request will be considered as per the VISTAS-CDOE policy as under:

- **Before confirmation of admission:** Full Programme fee paid shall be refunded except Registration fee.
- **After confirmation of admission:**
 1. **Within 15 days of confirmation of admission:** Programme Fee paid shall be refunded after deduction of Rs.1000/- .
 2. **Within 16-90 days of confirmation of admission:** Programme Fee paid shall be refunded after deduction of Rs.2000/- .
 3. **After 90 days of confirmation of admission:** No refund shall be allowed

Application Form for Admission									
1.	Name of the Applicant with Initial	English	Photo						
		Tamil							
2.	Name of Father with Initial	English							
		Tamil							
3.	Name of Mother								
4.	Date of Birth (Proof to be Attached)								
5.	Name of the Programme								
6.	Medium								
7.	Language for Foundation Course (Part-I Language)	Tamil and English							
8.	Gender	Male <input type="checkbox"/>	Female <input type="checkbox"/>	Transgender <input type="checkbox"/>					
9.	Nationality	Indian <input type="checkbox"/>	Others <input type="checkbox"/>						
10.	Religion	Hindu <input type="checkbox"/>	Muslim <input type="checkbox"/>	Christian <input type="checkbox"/>	Others <input type="checkbox"/>				
11.	Communal Category (Proof to be Attached)	GENERAL <input type="checkbox"/>	BC <input type="checkbox"/>	MBC <input type="checkbox"/>	DNT <input type="checkbox"/>				
		SC <input type="checkbox"/>	SC(A) <input type="checkbox"/>	BC(M) <input type="checkbox"/>	ST <input type="checkbox"/>				
12.	Whether Person with Disability (PWD) (Proof to be Attached). Yes / No	Dumb Low Vision <input type="checkbox"/>	Hearing Impairment <input type="checkbox"/>	Loco Motor Impairment <input type="checkbox"/>	Visual Impairment <input type="checkbox"/>				
13.	Employment Status	Employed <input type="checkbox"/>	Self Employed <input type="checkbox"/>	Unemployed <input type="checkbox"/>					
14.	If Employed in (specify)	Government <input type="checkbox"/>	Govt. Aided <input type="checkbox"/>	Private <input type="checkbox"/>					
15.	Work Experience Years								
16.	Annual Income	50,000 <input type="checkbox"/>	50,001 - 1,00,000 <input type="checkbox"/>	1,00,001 - 1,50,000 <input type="checkbox"/>	1,50,001 - 2,00,000 <input type="checkbox"/>	Above 2,00,000 <input type="checkbox"/>			
17.	E-mail								
18.	Contact Mobile No.....	Alternate Mobile No.....							
19.	Are you Economically Weaker Section of the Society?	Yes <input type="checkbox"/> /No <input type="checkbox"/>							

20.	Address for Communication			
21.	Aadhar Card Number (Attach Proof)			
22.	Marital Status	Married <input type="checkbox"/> / Un-married <input type="checkbox"/> / Divorced / Widow <input type="checkbox"/>		
23.	Blood Group			
24.	Father/Spouse Employment Status	Employed <input type="checkbox"/> / Un-employed <input type="checkbox"/> / Self-employed <input type="checkbox"/>		
25.	Father/Spouse Contact Mobile No.			
26.	Father/Spouse E-mail			
27.	Whether Defence Security Personal (Proof to be Attached). Yes / No	Ex-Servicemen <input type="checkbox"/> / Widow <input type="checkbox"/> / Defense <input type="checkbox"/> / Security Personal <input type="checkbox"/>		
28.	Residential Area	Rural <input type="checkbox"/> / Urban <input type="checkbox"/>		
29.	Examination Passed (Attach Proof)	Name of the Board / University	Year of Passing	Percentage
30.	Whether have you requested?	E-books <input type="checkbox"/> / Printed Books <input type="checkbox"/> / Both <input type="checkbox"/>		
31.	Self-Learning material can get through?	Indian Post <input type="checkbox"/> / Courier <input type="checkbox"/>		
32.	Fee paid Details(Demand Draft drawn in favour of “ VISTAS-CDOE ” payable at “ Chennai ”)			
	Amount Paid	Demand Draft Details	Bank Name	Date

Declaration by the applicant

I hereby declare that I have read and understand the conditions of eligibility for the Programme Admission. I fulfil the minimum eligibility criteria and have provided necessary information. In this regard in the event of any information being found incorrect or misleading after Admission, my candidature shall be liable for cancellation by the VISTAS-CDOE at any time and I shall not be entitled to claim refund of the any fee paid by me to the VISTAS-CDOE.

Application Verified by

Signature of the Applicant

List of Enclosures (Proof to be attached)

1. Date of Birth .
2. Communal Category .
3. Educational Qualification .
4. Demand Draft .
5. Aadhar Card copy .
6. Person with Disability (PWD) .
7. Defence Security Personal .

CDOE-Admission Helpdesk

Mobile Phone: 9840438098, 9585178221, 9445611231

E-mail id: director.cdoe@vistas.ac.in

Website: <https://vistas.ac.in>

Last Date for submission of Filled Application for ODL Admission is 30-09-2023

