Ordinance

No. V-132 (A)

OF

BACHELOR OF BUSINESS ADMINISTRATION

(Aviation and Airport Management)

Date of Academic Council Meeting: 29/12/2023

SWAMI VIVEKANAND SUBHARTI UNIVERSITY
Approved by UGC
Where Education is a Passion...
ACCREDITED WITH GRADE A NAAC

Acharya Vishnu Gupt Subharti College of Management & Commerce

Faculty of Management & Commerce

Swami Vivekanand Subharti University, Meerut, U.P.

(Established by Govt. of U.P. vide U.P Act No. 32 of 2016)

Dean, Faculty of Management & Commerce

Date of Academic Council Meeting: 29/12/2023

Ordinance No. V-132 (A)

(Three Year Degree Programme - Effect from 2023-24)

GENERAL:-

- This ordinance may be called **"Ordinance Relating to Bachelor of Business Administration (BBA) in Aviation and Airport Management Programme".**
- It shall come into force from academic session 2023-2024.

1. INTRODUCTION

Acharya Vishnu Gupt Subharti College of Management & Commerce has been established in 2008 under Swami Vivekanand Subharti University, Meerut with the vision to **chisel competent and ethical tailor-made managers and entrepreneurs to contribute to the Nation Building by developing the Institute as a centre of excellence through multidisciplinary, interdisciplinary & transformative academic approaches.**

Mission to establish the AVGSCMC was specifically centralized to focus on:

- **To impart quality education with an emphasis on human values**
- **To excel an extensive research-driven environment through multidisciplinary & interdisciplinary learning**
- **To ensure the holistic development of students through the judicious blend of curricular and co-curricular activities**
- **To ensure sustainable development of students through academic partnerships at the national & global levels and by maintaining a strong academic-industry interface.**

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
In Aviation & Airport Management

i. PROGRAMME OBJECTIVES:

1. To develop the ability among students for analysing business-related problems.
2. To provide opportunity for students to work as part of teams on multidisciplinary projects.
3. To provide students with a sound foundation in the management fundamentals leading to application.
4. To promote student awareness of the life-long learning and to introduce them to professional ethics and codes of professional practice

Specifically, the objectives of the BBA(Aviation & Airport Management) Programme are:

1. To provide basic understanding of Management Education to students.
2. To develop skills in students for employment in Aviation industry.
3. To stimulate in students an interest in research and initiate them into research methodologies.
4. To foster thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of the society.
5. To prepare students for successful careers in industry that meet the needs of Indian and multinational companies.

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ii. PROGRAMME OUTCOME:

After successful completion of the programme, an individual will be able

1. To apply knowledge of management theories and practices to solve business problems.
2. To Foster Analytical and critical thinking abilities for data-based decision making.
3. To be abreast with the e-business solutions in the current environment led by technology disruptions.
4. To develop ethical and value-based leadership ability.
5. To understand, analyse and communicate regional, national, global economic, legal, and ethical aspects of business.
6. To lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment.
7. To foster Work ethics for the good of others and translate into a good citizen.
8. To become environment caring, good and responsible member of society.

2. RULES AND REGULATIONS FOR ADMISSION IN BBA(A&AM)

2.1 For admission in Bachelor of Business Administration(Aviation & Airport Management) programme, the applicant should have passed with a minimum aggregate of 45% (40% for SC/ST) in 12th Class or equivalent from a recognized University.

2.2.1 The applicants may be required to appear at an entrance test followed by group discussion, interview and counselling before admission.

2.2.2 The reservation and relaxation for SC/ST/OBC/PWD and other categories shall be as per the rules of the Central Government/State Government, whichever is applicable.

2.3. The entire programme has to be completed within a maximum of five years from the date of original admission in the programme.

3. CURRICULUM/ STRUCTURE OF PROGRAMME OF BBA(A&AM)

The programme shall be spread over three academic years, spread over six semesters comprising actual teaching for a minimum of 90 days in each semester.

3.3 Choice Based Credit System (CBCS):

The CBCS provides an opportunity for the students to choose courses from the prescribed courses comprising core, elective/minor or skill-based courses. The courses can be evaluated following the grading system, which is considered to be better than the conventional marks system. Therefore, it is necessary to introduce uniform grading system in the entire higher education in India. This will benefit the students to move across institutions within India to begin with and across countries. The uniform grading system will also enable potential employers in assessing the performance of the candidates. In order to bring uniformity in evaluation system and computation of the Cumulative Grade Point Average (CGPA) based on student's performance in examinations, the UGC has formulated the guidelines to be followed.

BBA(Aviation & Airport Management) Under National Education Policy (NEP)

The curriculum offers a total of Courses/Papers which the student has to complete for the award of BBA(A&AM) degree. Total no. of credits required for the award of BBA (Aviation & Airport Management) degree are 150 credits. **BBA(Aviation & Airport Management) Under MOU with Prabhu Drone Research & Development LLP represented through Aradaha Education.**

a Refer to 3.5.1 for first year. Refer to 3.5.2 for second year. Refer to 3.5.3 for third year
b All Courses and Papers are compulsory
c The Student will complete one of the four Specializations i.e. Airport Ground Handling, Flight Operations, Heliport Construction Regulations, Aviation Regulations. The same will be mentioned on the student's degree

The program offers Exit options as per NEP. Details are as follows:

a Exiting after first year with all papers cleared will lead to award of 'Diploma in Business Management (Aviation & Airport Management)'.
b Exiting after second year with all papers cleared will lead to award of 'Advanced Diploma in Business Management(Aviation & Airport Management)'
c Completion of 3 years of the program with all papers cleared will lead to Award of 'Bachelor in Business Administration(Aviation & Airport Management)'.

1. **Core Course:** A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course.
2. **Elective Course:** Generally, a course which can be chosen from a pool of courses and which may be very specific or specialized or advanced or supportive to the discipline/ subject of study or which provides an extended scope or which enables an exposure to some other discipline/subject/domain or nurtures the candidate's proficiency/skill is called an Elective Course.

2.1 Discipline Specific Elective (DSE) Course Elective courses may be offered by the main discipline/subject of study is referred to as Discipline Specific Elective (to be offered by main discipline/subject of study).

2.2 Dissertation/Project Work: An elective course of 6 credits designed to acquire special/advanced knowledge, such as supplement study/support study to a project work, and candidate studies such a course on his own with an advisory support by a teacher/faculty member is called dissertation/project work. A Project/Dissertation work may be given in lieu of a discipline specific elective paper.

2.3 Generic Elective Course (GEC): An elective course chosen generally from an unrelated discipline/subject, with an intention to seek exposure to other subjects/disciplines is called a Generic Elective Course.
P.S.: A core course offered in a discipline/subject may be treated as an elective by other discipline/subject and vice versa and such electives may also be referred to as Generic Elective.

3. Ability Enhancement Courses: The Ability Enhancement (AE) Courses may be of two kinds: AE Compulsory Course (AECC) and Skill Enhancement Courses (SEC). AECC courses are the courses based upon the content that leads to knowledge enhancement. They [(i) Environmental Science, (ii) English/MIL Communication] are *mandatory* for all disciplines. SEC courses are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc.
All core courses have a practical component, along with theory. Ability Enhancement courses are theory based and Skills Enhancement courses have theory with the practical component if required. However external practical evaluation is offered only for compulsory subjects.

4. **Experiential Learning:** Experiential Learning is the process of learning by doing. By engaging students in hands-on experiences and reflection, they are better able to connect theories and knowledge learned in the classroom to real-world situations. The programme has 5 courses on Experiential Learning, each from 2nd semester to 6th Semester. They are compulsory and will be based on Field visits or industrial visits.

3.4 The academic calendar shall be as follows: -

1st, 3rd & 5th Semester	Session - 1st Aug. to 30th Nov Exam - 1st Dec. to 15th Dec
2nd, 4th & 6th Semester	Session - 1st Jan. to 10th May Exam – 11th May to 31st May Summer Training – 1st June to 31st July

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3.5: BBA(Aviation & Airport Management) programme Structure under CBCS from the academic year 2023-2024 for National Education Policy(NEP)

3.5.1: Table of BBA(Aviation & Airport Management) I Year programme Structure under CBCS from the academic year 2023-2024 for National Education Policy(NEP)

BBA(A&AM) (2023-2024)
1st Year (I and II Semester)

Semester I

S.No	Course Code	Course Name	Course Type	Marks & Credit Distribution.						
				L	T	P	CCA	ESE	Total	Credits
1	BBA (A&AM)-101	Business Economics	Core Course	3	1	0	25	75	100	4
2	BBA (A&AM)-102	Basic Accounting	Core Course	3	1	0	25	75	100	4
3	BBA (A&AM)-103	Business Statistics	Core Course	3	1	0	25	75	100	4
4	BBA (A&AM)-104	Principles of Management	Core Course	3	1	0	25	75	100	4
5	BBA (A&AM)-105	Business Ethics and Governance	Core Course	3	1	0	25	75	100	4
6	BBA (A&AM)-106	Computer Application	Core Course	3	1	0	25	75	100	4
									600	**24**

Semester II

S.No	Course Code	Course Name	Course Type	Marks & Credit Distribution						
				L	T	P	CCA	ESE	Total	Credits
1	BBA(A&AM)-201T	Introduction to Aviation Industry	Core Course	3	1	0	25	75	100	4
	BBA(A&AM)-201P	Fire Fighting (Practical)		0	0	4	15	35	50	2
2	BBA(A&AM)-202T	Innovation Management (Theory)	Core Course	3	1	0	25	75	100	4
	BBA(A&AM)-202P	Innovation Management (Practical)		0	0	4	15	35	50	2
		Organizational		3	1	0	25	75	100	4

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3	BBA(A&AM)-203	Behavior	Generic Elective							
4	BBA(A&AM)-204	Human Resource Development	Generic Elective	3	1	0	25	75	100	4
5	AEC-1	English Communication (Theory)	Ability Enhancement Course	2	0	0	15	35	50	2
	AEC-1P	English Communication (Practical)		1	0	2	15	35	50	2
6	BBA(A&AM)-EL 1	Field visits or industrial visits / Seminar or PPT based on the report of visit Internships	Experiential learning	0	0	0	15	35	50	2
									650	26

Non-Credit Course in Any Year (to be taught in any Semester)

HVE-01	Human Values and Professional Ethics	Non-Credit Course	**(Passing this subject is compulsory scoring 50% marks)**	Candidate will be awarded satisfactory grade in mark sheet for passing this subject else he/she shall be awarded Unsatisfactory grade

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3.5.2: **Table of BBA(Aviation & Airport Management) II Year programme Structure under CBCS from the academic year 2023-2024 for National Education Policy(NEP)**

BBA(A&AM) (2023-2024)
2nd Year (III and IV Semester)

Semester III

S.No	Course Code	Course Name	Course Type	Marks & Credit Distribution						
				L	T	P	CCA	ESE	Total	Credits
1	BBA(A&AM)-301	Management & Cost Accounting	Core Course	3	1	0	25	75	100	4
2	BBA(A&AM)-302	Business Law	Core Course	3	1	0	25	75	100	4
3	BBA(A&AM)-303	Business Communication	Core Course	3	1	0	25	75	100	4
4	BBA(A&AM)-304	Business Environment	Core Course	3	1	0	25	75	100	4
5	23AT-A1/ 23AT-B1/ 23AT-C1/ 23AT-D1	Passenger Handling/ Flight Operations/ Helipad Types/ International Civil Aviation Organization-Regulation	Discipline Specific Elective (Theory)	3	1	0	25	75	100	4
	23AT-A1-P/ 23AT-B1-P/ 23AT-C1-P/ 23AT-D1-P	Passenger Handling/ Flight Operations/ Helipad Types/ International Civil Aviation Organization-Regulation	Discipline Specific Elective (Practical)	0	0	4	15	35	50	2
6	BBA(A&AM)-EL2	Field visits or industrial visits / Seminar or PPT based on the report of visit Internships	Experiential learning	0	0	0	15	35	50	2
									600	**24**

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Semester IV

S.No.	Course Code	Course Name	Course Type	Marks & Credit Distribution						
				L	T	P	CCA	ESE	Total	Credits
1	BBA(A&AM)-401	Research Methodology	Core Course	3	1	0	25	75	100	4
2	BBA(A&AM)-402	Supply Chain Management	Core Course	3	1	0	25	75	100	4
3	BBA(A&AM)-403T	Cargo Operations	Core Course	3	1	0	25	75	100	4
4	BBA(A&AM)-403 P	Dangerous Goods (Practical)		0	0	4	15	35	50	2
5	23AT-A2/ 23AT-B2/ 23AT-C2/ 23AT-D2	Aircraft Handling & ramp Operations/ In-Flight Operation/ Construction of Helipads/ Civil Aviation Requirement-DGCA	Discipline Specific Elective (Theory)	3	1	0	25	75	100	4
	23AT-A2-P/ 23AT-B2-P/ 23AT-C2-P/ 23AT-D2-P	Aircraft Handling & ramp Operations/ In-Flight Operation/ Construction of Helipads/ Civil Aviation Requirement-DGCA	Discipline Specific Elective (Practical)	0	0	4	15	35	50	2
6	SEC-01	Indian Ethos	Skill Enhancement Course (SEC)	2	0	0	15	35	50	2
7	BBA(A&AM)-EL3	Field visits or industrial visits / Seminar or PPT based on the report of visit Internships	Experiential learning	0	0	0	15	35	50	2
									600	**24**

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3.5.3: Table of BBA(Aviation & Airport Management) III Year programme Structure under CBCS from the academic year 2023-2024 for National Education Policy(NEP)

BBA(A&AM) (2023-2024)
3rd Year (V and VI Semester)

Semester V

S.No.	Course Code	Course Name	Course Type	Marks & Credit Distribution						
				L	T	P	CCA	ESE	Total	Credits
1	BBA(A&AM)-501	Marketing Communications	Core Course	3	1	0	25	75	100	4
2	BBA(A&AM)-502	Sales Management	Core Course	3	1	0	25	75	100	4
3	23AT-A3/ 23AT-B3/ 23AT-C3/ 23AT-D3	Load & Trim Sheet/ Flight Duty Time Limit/ Helipad Safety & Security/ Civil Aviation Publications-Leasing, Purchasing of Aircrafts	Discipline Specific Elective **(Theory)**	3	1	0	25	75	100	4
	23AT-A3-P/ 23AT-B3-P/ 23AT-C3-P/ 23AT-D3-P	Load & Trim Sheet/ Flight Duty Time Limit/ Helipad Safety & Security/ Civil Aviation Publications-Leasing, Purchasing of Aircrafts	Discipline Specific Elective **(Practical)**	0	0	4	15	35	50	2
5	23AT-A4/ 23AT-B4/ 23AT-C4/ 23AT-D4	Runaway & Ramp Safety/ Aircraft Publications/ Helipad Operations/ Flight Safety & Cabin Safety	Discipline Specific Elective **(Theory)**	3	1	0	25	75	100	4
	23AT-A4-P/ 23AT-B4-P/ 23AT-C4-P/ 23AT-D4-P	Runaway & Ramp Safety/ Aircraft Publications/ Helipad Operations/ Flight Safety & Cabin Safety	Discipline Specific Elective **(Practical)**	0	0	4	15	35	50	2

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6	SEC-02/SEC-03	Foreign Language (French/German)	Skill Enhancement Course (SEC)	2	0	0	15	35	50	2
7	BBA(A&AM)-EL4	Field visits or industrial visits / Seminar or PPT based on the report of visit Internships	Experiential learning	0	0	0	15	35	50	2
									600	24

Semester VI

S.No.	Course Code	Course Name	Course Type	Marks & Credit Distribution						
				L	T	P	CCA	ESE	Total	Credits
1	BBA(A&AM)-601	Research Project	Research Project	0	0	12	0	100	100	6
2	BBA(A&AM)-602	Peer Pressure Handling Interview Preparation.	Core Course	0	0	12	25	75	100	6
3	BBA(A&AM)-603	Comprehensive Viva- Voice	Core Course	0	0	12	0	100	100	6
10	BBA(A&AM)-EL5	Field visits or industrial visits / Seminar or PPT based on the report of visit Internships	Experiential learning	0	0	0	15	35	50	2
									350	20

AEC = Ability Enhancement Course SEC =Skill Enhancement Course CCA = Continous Comprehensive Assessment EL=Experiential Learning T=Theory P=practical

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BBA(A&AM) (2023-24)
Credit and Marks Distribution (Semester-wise)

Semester	Credit	Marks
I	24	600
II	26	650
III	24	600
IV	24	600
V	24	600
VI	20	350
Total	**142**	**3400**

3.6 List of all Courses under different categories for BBA(A&AM) Programme under NEP from session 2023-24

CORE COURSES	**FIRST SEMESTER**	BBA (A&AM)-101	Business Economics
		BBA (A&AM)-102	Basic Accounting
		BBA (A&AM)-103	Business Statistics
		BBA (A&AM)-104	Principles of Management
		BBA (A&AM)-105	Business Ethics and Governance
		BBA (A&AM)-106	Computer Application
	SECOND SEMESTER	BBA(A&AM)-201T	Introduction to Aviation Industry (Theory)
		BBA(A&AM)-201P	Fire Fighting (Practical)
		BBA(A&AM)-202T	Innovation Management(Theory)
		BBA(A&AM)-202P	Innovation Management (Practical)
	THIRD SEMESTER	BBA(A&AM)-301	Management & Cost Accounting
		BBA(A&AM)-302	Business Law
		BBA(A&AM)-303	Business Communication
		BBA(A&AM)-304	Business Environment
	FOURTH SEMESTER	BBA(A&AM)-401	Research Methodology
		BBA(A&AM)-402	Supply Chain Management
		BBA(A&AM)-403T	Cargo Operations
		BBA(A&AM)-403 P	Dangerous Goods (Practical)
	FIFTH SEMESTER	BBA(A&AM)-501	Marketing Communications
		BBA(A&AM)-502	Sales Management
	SIXTH SEMESTER	BBA(A&AM)-602	Peer Pressure Handling Interview Preparation.
		BBA(A&AM)-603	Comprehensive Viva- Voice
Generic Elective		BBA(A&AM)-203	Organizational Behavior
		BBA(A&AM)-204	Human Resource Development
SPECIALIZATIONS (Choose only one specialization. The student will complete all 4 Discipline Specific Electives-both theory and	**AIRPORT GROUND HANDLING**	23AT-A1	Passenger Handling
		23AT-A1-P	Passenger Handling (Practical)
		23AT- A2	Aircraft Handling & ramp Operations
		23AT- A2-P	Aircraft Handling & ramp Operations (Practical)
		23AT- A3	Load & Trim Sheet
		23AT- A3-P	Load & Trim Sheet (Practical)
		23AT- A4	Runaway & Ramp Safety
		23AT- A4-P	Runaway & Ramp Safety (Practical)

practical in a Specialization)	FLIGHT OPERATIONS	23AT-B1	Flight Operations
		23AT-B1-P	Flight Operations (Practical)
		23AT- B2	In-Flight Operation
		23AT- B2-P	In-Flight Operation (Practical)
		23AT- B3	Flight Duty Time Limit
		23AT- B3-P	Flight Duty Time Limit (Practical)
		23AT- B4	Aircraft Publications
		23AT- B4-P	Aircraft Publications (Practical)
	HELIPORT CONSTRUCTION REGULATIONS	23AT- C1	Helipad Types
		23AT- C1-P	Helipad Types (Practical)
		23AT- C2	Construction of Helipads
		23AT- C2-P	Construction of Helipads (Practical)
		23AT- C3	Helipad Safety & Security
		23AT- C3-P	Helipad Safety & Security (Practical)
		23AT- C4	Helipad Operations
		23AT- C4-P	Helipad Operations (Practical)
	AVIATION REGULATIONS	23AT- D1	International Civil Aviation Organization-Regulation
		23AT- D1-P	International Civil Aviation Organization-Regulation (Practical)
		23AT- D2	Civil Aviation Requirement-DGCA
		23AT- D2-P	Civil Aviation Requirement-DGCA (Practical)
		23AT- D3	Civil Aviation Publications-Leasing, Purchasing of Aircrafts
		23AT- D3-P	Civil Aviation Publications-Leasing, Purchasing of Aircrafts (Practical)
		23AT- D4	Flight Safety & Cabin Safety
		23AT- D4-P	Flight Safety & Cabin Safety (Practical)
Ability Enhancement Course		AEC-1	English Communication(Theory)
		AEC-1P	English Communication(Practical)
Skill Enhancement Course (SEC)		SEC-01	Indian Ethos
		SEC-02	Foreign Language (French)
		SEC-03	Foreign Language (German)
Experiential learning		BBA(A&AM)-EL 1	Field visits or industrial visits / Seminar or PPT based on the report of visit Internships
		BBA(A&AM)-EL2	Field visits or industrial visits / Seminar or PPT based on the report of visit Internships
		BBA(A&AM)-EL3	Field visits or industrial visits / Seminar or PPT based on the report of visit Internships
		BBA(A&AM)-EL4	Field visits or industrial visits / Seminar or PPT based on the report of visit Internships
		BBA(A&AM)-EL5	Field visits or industrial visits / Seminar or PPT based on the report of visit Internships
Research Project		BBA(A&AM)-601	Research Project

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Non-Credit NPTEL based Add-On Course/Certificates (Optional)

- Soft Skills for Business Negotiations and Marketing Strategies
- Supply Chain Analytics
- E-Business
- Innovation, Business Model & Entrepreneurship
- Knowledge Management
- Leadership
- Management of Inventory Systems
- Management of New Products and Services
- Managing Services
- Financial Statement Analysis and Reporting

4. EXAMINATION AND EVALUATION

4.1 ATTENDANCE:

The students are expected to attend all the classes and should not have less than 75 % attendance in theory as well as in practical classes, wherever held, to become eligible to appear for the university examination. Short fall in attendance can, however be condoned in deserving cases to the extent of 10% by the Principal. If the short fall is more than 10% but not more than 15%, the Principal may recommend deserving cases to the Vice Chancellor for condonation. The order of the Vice Chancellor in this regard shall be final.

4.2 EXAMINATION:

All Courses offered by AVGSCMC under BBA programme will have an evaluation system within two components as:

1. Continuous Comprehensive Assessment (CCA) accounting for 25% of the final grade that a student gets in a course.
2. End-Semester Examination (ESE) accounting for the remaining 75% of the final grade that the student gets in a course.

A student will have to pass both the components i.e. CCA and ESE separately to become eligible to be declared successful in a course.

4.2.1 CONTINUOUS COMPREHENSIVE ASSESSMENT (CCA) :

Continuous Comprehensive Assessment (CCA) will be of **25 marks in case of BBA programme under NEP** comprised of:

4.2.1.1 Midterm written test / practical including in-between snap tests if any shall carry **10 marks in BBA programme under NEP.**

4.2.1.2 Class test, Group assignment, Class presentation included during regular class teaching if any shall carry **5 marks** independently in each subject in BBA programme under NEP.

4.2.1.3 A maximum of **10 marks** in each subject shall be awarded for attending classes (theory / practical) in BBA programme under NEP as per the following norms:

85- 100% attendance	-	10 Marks
80- 84.99% attendance	-	9 Marks
75- 79.99% attendance	-	8 Marks
70 – 74.99 % attendance	-	7 Marks
65 – 69.99% attendance	-	5 Marks
60 – 64.99% attendance	-	3 Marks
51 - 59.99% attendance	-	2 Marks
50% attendance	-	1 Mark

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Less than 50% attendance - 0 Mark

4.2.1.4 In case of **Ability Enhancement Courses (AEC) & Skill Enhancement Courses (SEC)** where Continuous Comprehensive Assessment is out of 15. Marks will be awarded out of 5 for each of 4.2.1.1, 4.2.1.2 and 4.2.1.3

4.2.2 END SEMESTER EXAMINATION (ESE)

The remaining 75% in case of BBA programme under NEP of the final grade of the student in a course will be assessed on the basis of an end semester examination (ESE) that will be for three hours duration and will cover the entire syllabus of the course.

The question papers for the ESE will be set by a selected faculty panel approved by the Controller of Examinations (CoE) of the Swami Vivekanand Subharti University (SVSU).

4.2.2.1 Practical Evaluation in BBA(A&AM)-201P, BBA(A&AM)-202P, BBA(A&AM)-403 P, 23AT-A1-P/ 23AT-B1-P/ 23AT-C1-P/ 23AT-D1-P, 23AT-A2-P/ 23AT-B2-P/ 23AT-C2-P/ 23AT-D2-P, 23AT-A3-P/ 23AT-B3-P/ 23AT-C3-P/ 23AT-D3-P , 23AT-A4-P/ 23AT-B4-P/ 23AT-C4-P/ 23AT-D4-P

a) The Student will make a practical file in all the concerned practical evaluation outlining
   i. Lesson Name
   ii. Objective of the lesson
   iii. Observation
   iv. Discussion
   v. Practical Application.

b) Internal Assessment will be out of 15 marks and external Assessment will be out of 35 marks. Total Assessment will out of 50 marks and will be based on the maintenance of practical file and viva voce based on it.

c) All Practical will be of 2 credit each.

d) External Assessment will be carried out by External Expert appointed by the university.

4.2.2.2 Experiential Learning BBA(A&AM)-EL 1, BBA(A&AM)-EL2, BBA(A&AM)-EL3, BBA(A&AM)-EL4 and BBA(A&AM)-EL5

a) The Student will undertake Industrial Visit every Semester from 2nd to 6th semester

b) The student will be required to make a spiral bound soft-copy of minimum 25 pages based on the industrial visit.

c) The report will comprise of Title Page, Contents, Company Profile, Objectives of Study, Discussion and Conclusion. Illustrations, photographs and Diagrams will be included as per requirement.

d) The report will carry a certificate from the faculty who will supervise the industrial visit and a certificate from the Dean, Faculty of Management & Commerce.

e) Internal Assessment will be out of 15 marks and external Assessment will be out of 35 marks. Total Assessment will out of 50 marks and will be based on the Report and viva voce based on it.

f) Each experiential learning will be of 2 credits.

g) External Assessment will be carried out by External Expert appointed by the university.

4.2.3 Major Research Project (BBA(A&AM)-601

a. In the sixth semester, the student has to undergo an extensive field work. on a problem/topic to be assigned by the Department under the supervision of a Mentor appointed by the MOU Partner.

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b. The purpose of this is to develop higher level problem solving skills.

c. The Research project will carry 100 marks.

d. The Project Work would have to be completed within 90 days from the date of approval of the synopsis. After which the student will present the finished work before the Research Project committee on a predefined date. Changes suggested must be incorporated by the student in the final submission. If the student fails to appear for the presentation, he/she will be given a second chance only on medical grounds.

e. The External examination will be conducted by External Examiner appointed by the University.

f. The report will contain the objectives and scope of the study, research methodology, use and importance of the study, analysis of the data collected, conclusions and recommendations. It will contain appropriate charts, diagrams and bibliography. The student will give declaration for authenticity of the work. A certificate of the Supervisor and the Head of the Institution certifying the authenticity of the report shall be attached therewith. The student will submit three copies of the report. The number of pages in the report will be 75 or more. The report should be typed in A-4 size paper.

g. The Research Project will have to be compliant on university rules related to Plagiarism and research Ethics.

h. The Research Project will be equal to 6 credits.

4.2.4 Peer Pressure Handling Interview Preparation (BBA(A&AM)-602)

a. In 6th Semester Core Course on Peer Pressure Handling Interview Preparation will be held. There is Internal Assessment 25 marks and External Assessment of 75 marks in the course which is of 6 credits.
b. The external assessment will be done by external expert appointed by the university.

4.2.5 Comprehensive Viva Voce (BBA (A&AM)-603)

In 6th semester comprehensive viva voce will be held. It will be compulsory subject. Marks will be awarded out of 100 by external examiner appointed by the university. It will be of 6 credits.

4.3 PAPER SETTING

The work of setting the end semester examination papers and evaluation of scripts and conduct of the end semester practical examination shall be assigned to the course teachers as well as to outsiders, ordinarily in the ratio of 50:50 for internal and external valuation respectively.

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4.3 RESULTS

The result shall be prepared at the end of each academic year of the course by aggregating the marks obtained in the theory and practical examinations in all the semesters of the course till date.

1. A candidate shall be declared as passed at the end of an academic year if he/she secures minimum 40% marks in each theory & practical paper separately (including project reports and comprehensive viva) and 40% in aggregate.

2. If a student obtained 40% marks in at least 50% of the papers (ignoring fractions) including project report, he/she will be provisionally promoted to the next year with carryover papers and will have to appear & obtain pass marks in carryover papers along with the subsequent regular examinations for the relevant semester.

3. If a candidate fails in only one head/subject and having passed in all other head/subject of the given examination of the year than his/her deficiency of maximum five (05) marks may be fulfilled by grace marks after fulfilling the conditions given below:

(A) If a candidate fails in only one head/subject and having passed in all other heads/subjects of the given examination of a **semester*/year**, then his/her deficiency of marks may be fulfilled by grace marks under the following conditions:-

(i) Grace marks are not a matter of right of the student but are the discretion of the University.

(ii) Provided that the candidate has appeared in the main examination of the concerned course and falls short of pass marks by not more than five (05) marks in theory paper only. Benefit of above mentioned shall not be given to the candidate who had appeared in supplementary/special examination/carry over examination.

(iii) Further, benefit of grace marks may be given only to the candidate who will pass the entire concerned examination of the **semester*/year** after awarding the grace marks and not for the purpose of promoting the student to next year with back papers or for improvement of division or percentage.

(iv) If in a head/subject of an examination passing in Theory, Practical or sessional exams separately is mandatory, then the benefit of grace marks shall be given only in Theory examination of the University examination.

(v) The award of grace marks permissible shall be on the basis of 1 grace mark for every 05 marks secured by an examinee over and above the minimum passing aggregate marks of all subjects of the year.

(B) Awarding of Grace Marks shall be done as given below:-

Aggregate Marks Obtained over & above minimum passing marks	Permissible Grace Marks
1-5	1
6-10	2
11-15	3
16-20	4
21-25	5

(i) Total number of Grace Marks given to the student will be marked with astrick (*) at the bottom of the marksheet.

* Grace marks in semester examination will be considered hereinafter.

(d) A student not covered by clause (a) to (c) above shall have the following options to complete his/her course -

(i) He/ she may take admission on payment of full annual course fee and repeat the entire year of study. He /She shall be treated as a regular student. Or

(ii) He /She may pay only University exam fee for the End Semester Examination and appear in the End Semester University exams directly. He /She shall not be allowed to attend classes and the Sessional marks obtained earlier shall be retained. Or

(iii) He /She may pay half of the annual course fee and attend classes. The sessional marks obtained by him/her earlier shall be retained. There will not be any requirement of minimum attendance for appearing in the University examination

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(c) A student will not be promoted to the next academic year if the carryover papers are more than 50% at one point of time.

5. EVALUATION UNDER GRADING ASSESSMENT

The minimum Grade/ Grade Point required to pass each paper in a semester examination under CBCS shall be Grade D/ Grade Point 4 in each theory paper/ Practical/Project (wherever applicable) in External Examination and Internal Assessment separately.

5.1 CALCULATION CRITERIA:-

To implement the following grading system, the colleges/campuses shall use the following UGC recommended 10 point grading system:

Marks (%)	Letter Grades	Grade Points (G)
85-100	A++ (Outstanding)	10
75 to < 85	A+ (Excellent)	9
70 to <75	A (Very Good)	8
65 to <70	B+ (Good)	7
60 to <65	B (Above Average)	6
50 to <60	C (Average)	5
40 to <50	D (Pass)	4
0 to <40	F (Fail)	0
	AB (Absent)	0

5.2 COMPUTATION OF SGPA AND CGPA

(Si)= £ (Ci x Gi)/ £ Ci, where Ci is the number of credits of the ith course and Gi is the grade point scored by the student in the ith course.

CGPA=£(Ci x Si) / £ Ci where Si is the SGPA of the ith semester and Ci is the total number of credits in that semester.

The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

6. POWER TO MODIFY

In the event of any emergent situation, if any deviation is considered necessary, the Vice Chancellor is authorized to modify the Ordinance. It will subject to the subsequent ratification by the Executive Council.

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