

Ordinance No. V(4A)

GENERAL:-

- This ordinance may be called Ordinance relating to ‘**Bachelor of Business Administration (BBA)**’ Programme.
- It shall come into force from academic session 2018-19.
- This supersedes the previous Ordinance relating to ‘**Bachelor of Business Administration (BBA)**’ Programme [V-4A]

1. INTRODUCTION

Department of Management Studies, SITE has been established in 2008 under Swami Vivekanand Subharti University, Meerut with the vision **to produce highly qualified skilled, trained, competent management professionals and entrepreneurs for the benefit of industry, government and society.**

Mission to establish the Department of Management Studies was specifically centralized to focus on:

Strive to create centre of excellence in specialized areas of technology and management to enable its academic beneficiaries to become competent professionals capable of providing sustainable solutions to challenging problems of the society and industry.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

i. PROGRAMME OBJECTIVES:

1. To develop the ability among students for analysing business related problems.
2. To extend opportunity for students to work on multidisciplinary projects.
3. To explain students for 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 Programme are:

1. To develop skills in students for self employment.
2. To stimulate in students an interest in research and initiate them into research methodologies.
3. To foster thinking minds that are sensitive to societal needs and issues thus making them good human beings and responsible members of the society.
4. To prepare students for successful discipline specific careers.

ii. PROGRAMME OUTCOME:

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

1. Apply knowledge of management theories and practices to solve business problems.
2. Develop Analytical and critical thinking abilities for data-based decision making.
3. Demonstrate discipline specific expertise.
4. Operate in a dynamic environment led by technological change.
5. Develop ethical and value-based leadership ability.
6. Define, analyse and interpret regional, national, global economic, legal, and ethical aspects of business.
7. Support others in the achievement of organizational goals, contributing effectively to a team environment.
8. Demonstrate Work ethics for the good of others and translate into a good citizen.
9. Practice good citizenship and responsible environmental caring.

2. RULES AND REGULATIONS FOR ADMISSION IN BBA

- 2.1** For admission in Bachelor of Business Administration 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 counseling 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

- 3.1** 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 and Industrial Training for Summer Internship of six to eight weeks in the second year.
- 3.2** The programme focuses on the following aspects:
 - a) Competency
 - b) Entrepreneurship
 - c) Skill Enhancement
 - d) Value Added Courses
 - e) Extracurricular activities

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.

The curriculum offers a total of 65 courses out of which the student has to complete 28 credit courses and the total number of credits required for the award of BBA degree is 156 credits. The student also has to complete in the first year a compulsory non-credit course. The courses are divided into 4 categories, i.e. Core courses, Discipline Specific Electives courses, Ability enhancement courses and Skills enhancement courses.

1. Core Course: A course, which should compulsorily be studied by a candidate as a core requirement is termed as a Core course. The curriculum offers a total of 16 core courses comprises of 6 credits each.

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). The curriculum offers 4 disciplines and under each discipline 8 discipline specific electives courses are offered in the final year. Out of these 8 discipline specific courses 7 are theory based and one in the 6th semester is dissertation (2.2 section of ordinance). A total of 32 discipline electives are offered. Each Discipline Elective is of 6 credits and the student can choose only one of the four disciplines in the final year.

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. The student will pursue Summer Training after 2nd year which will be evaluated in third semester End Semester Exams and will be of 6 credits.

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. The curriculum offers a total of 8 Generic Elective courses of 6 credits each.

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 (two) 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 (minimum two) are value-based and/or skill-based and are aimed at providing hands-on-training, competencies, skills, etc. The curriculum offers a total of 6 Skill Enhancement Courses comprises of 3 credits each.

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.

After the fourth semester examination, every student during the summer vacation will undergo an on-the-job practical training in a manufacturing, service or financial organization. The training will be for 6 to 8 weeks. The training will be as per the schedule mentioned in the curriculum. At the end of the summer training the student shall submit a project report along with the certificate from company. The project report is to be prepared by the student and to be submitted to the department within the stipulated time for assessment.

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

3.5: Table of BBA programme Structure under CBCS from the academic year 2018-19

1st Year (I and II Semester)

Semester I

Course Code	Course Name	Course Type	Teaching Load Per Week				Credit	EVALUATION		SUBJECT TOTAL
			L	T	P	Total		Internal Continuous	ESE	

								Assessment				
AEC-01/ AEC-02	English Language / Environmental Science	Ability Enhanceme nt Course	2	1		3	3	5	5	5	35	50
BBA-101	Principals of Management and Organizational Structure	Core Course	5	1		6	6	15	5	10	70	100
BBA-102	Business Statistics	Core Course	5	1		6	6	15	5	10	70	100
BBA-103/ BBA-104	Any One from the List of General Electives	General Elective	5	1		6	6	15	5	10	70	100
Total			21				21					350

Semester II

Course Code	Course Name	Course Type	Teaching Load Per Week				Credit	EVALUATION				SUBJE CT TOTA L
			L	T	P	Tot al		Internal Continuous Assessment			ES E	
								Test s	GA/ P/C T	AT T		
AEC-01/ AEC-02	English Language / Environmental Science	Ability Enhanceme nt Course	2	1		3	3	5	5	5	35	50
BBA-201	Principles of Economics	Core Course	5	1		6	6	15	5	10	70	100
BBA-202	Financial Accounting	Core Course	5	1		6	6	15	5	10	70	100
BBA-203/ BBA-204	Any One from the List of General Electives	General Elective	5	1		6	6	15	5	10	70	100
Total			21				21				350	

Non Credit Compulsory Course in First Year

HVE-01	Human Values and Professional Ethics	Non Credit Compulsory Course to be covered in 1 st year
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2nd Year (III and IV Semester)

Semester III

Course Code	Course Name	Course Type	Teaching Load Per Week	Cred it	EVALUATION			SUBJE CT TOTAL	
					Internal Continuous Assessment				ES E
					Test	GA/ AT	AT		

			L	T	P	Total	s	P/C	T			
BBA-301	Macroeconomics	Core Course	5	1		6	6	15	5	10	70	100
BBA-302	Principles of Marketing	Core Course	5	1		6	6	15	5	10	70	100
BBA-303	Computer Applications in Business Management	Core Course	5		1	6	6	15	5	10	70	100
BBA-304/ BBA-305	Any One from the List of General Electives	General Elective	5	1		6	6	15	5	10	70	100
SEC-01/ SEC-02/ SEC-03	Any One from the List of Skill Enhancement Courses	Skill Enhancement Course	3			3	3	15	5	10	70	100
Total			27				27					500

Semester IV

Course Code	Course Name	Course Type	Teaching Load Per Week				Credit	EVALUATION				SUBJECT TOTAL
			L	T	P	Total		Internal Continuous Assessment			ESE	
								Tests	GA/P/CT	ATT		
BBA-401	Business Research	Core Course	5	1		6	6	15	5	10	70	100
BBA-402	Human Resource Management	Core Course	5	1		6	6	15	5	10	70	100
BBA-403	Cost and Management Accounting	Core Course	5	1		6	6	15	5	10	70	100
BBA-404/ BBA-405	Any One from the List of General Elective Course	General Elective	5	1		6	6	15	5	10	70	100
SEC-04/ SEC-05/ SEC-08	Any One from the List of Skill Enhancement Courses	Skill Enhancement Course	3			3	3	15	5	10	70	100

Total	27	27		500
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3rd Year (V and VI Semester)

Semester V

Course Code	Course Name	Course Type	Teaching Load Per Week				Credit	EVALUATION			SUBJECT TOTAL	
			L	T	P	Total		Internal Continuous Assessment		ESE		
								Tests	GA/P/CT			ATT
BBA-501	Quantitative Techniques	Core Course	5	1		6	6	15	5	10	70	100
BBA-502	Legal Aspects of Business	Core Course	5	1		6	6	15	5	10	70	100
BBA-551	Summer Training Report and Comprehensive Viva Voce	Field Work				6	6				100	100
Finance/Marketing /Human Resources/ International Business (2 Courses from any one Discipline)	Elective – I	Discipline Elective	5	1		6	6	15	5	10	70	100
	Elective – II	Discipline Elective	5	1		6	6	15	5	10	70	100
Total			30				30					500

Semester VI

Course Code	Course Name	Course Type	Teaching Load Per Week				Credit	EVALUATION			SUBJECT TOTAL
			L	T	P	Total		Internal Continuous Assessment		ESE	
								Tests	GA/P/CT		

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BBA-601	Business Policy & Strategy	Core Course	5	1		6	6	15	5	10	70	100
BBA-602	Financial Management	Core Course	5	1		6	6	15	5	10	70	100
BBA-603	Business Environment	Core Course	5			6	6	15	5	10	70	100
Finance/Marketing/Human Resources/ International Business (2 Courses from any one Discipline)	Elective – III	Discipline Elective	5	1		6	6	15	5	10	70	100
	Elective – IV	Discipline Elective	5	1		6	6	15	5	10	70	100
		Total	30			30						500
TOTAL CREDITS			156					G TOTAL				2700

AE = Ability Enhancement CD = Core Discipline DSE = Discipline Specific Elective GA= Group Assignment

3.6 List of all Courses under different categories for BBA Programme

	Course Type	Course Code	Course Name
Core Course	1 st Semester	BBA- 101	Principals of Management and Organizational Structure
		BBA-102	Business Statistics
	2 nd Semester	BBA-201	Principles of Economics
		BBA-202	Financial Accounting
	3 rd Semester	BBA-301	Macroeconomics
		BBA-302	Principles of Marketing
		BBA-303	Computer Applications in Business Management
	4 th Semester	BBA-401	Business Research
		BBA-402	Human Resource Management
		BBA-403	Cost and Management Accounting
	5 th Semester	BBA-501	Quantitative Techniques
		BBA-502	Legal Aspects of Business
	6 th Semester	BBA-601	Business Policy & Strategy
		BBA-602	Financial Management

		BBA-603	Business Environment	
Discipline Specific Elective : A student can choose any ONE group from FOUR groups.	Finance	Any 2 in V Semester	BBA FM 01	International Finance
			BBA FM 02	Investment Banking and Financial Services
			BBA FM 03	Investment analysis and portfolio management
			BBA FM 04	Project Management and Appraisal
		Any 2 VI semester)	BBA FM 05	Working Capital Management
			BBA FM 06	Financial Markets and Institutions
			BBA FM 07	Strategic Corporate Finance
			BBA FM 08	Research Project
	Marketing	Any 2 in V semester	BBA MK01	Consumer Behaviour
			BBA MK02	Sales and Distribution Management
			BBA MK03	Advertising and Brand Management
			BBA MK04	Retail Management
		Any 2 in VI semester	BBA MK05	Digital Marketing
			BBA MK06	Marketing of Services
			BBA MK07	International Marketing
			BBA MK08	Research Project
	Human Resource	Any 2 in V semester	BBA HR01	Organizational Theory Design and Development
			BBA HR02	Management of Industrial Relations
			BBA HR03	Industrial Relations and Labour Law
			BBA HR04	Group and Team in Organization
		Any 2 in VI semester	BBA HR05	Talent and Knowledge Management
			BBA HR06	Training and Development
			BBA HR07	Counseling and Negotiation
			BBA HR08	Research Project
	International Business	Any 2 in V semester	BBA IB01	International Economics
			BBA IB02	Global Business Environment
			BBA IB03	International Marketing
			BBA IB04	International Distribution and Supply Chain Management
Any 2 in VI semester		BBA IB05	Export Import Policy and Documentation	
		BBA IB06	International Logistics Management	
		BBA IB07	Forex Management	
		BBA IB08	Research Project	
Ability Enhancement Course		AEC-01	English Language	
		AEC-02	Environmental Science	
Skill Enhancement Course	Any 1 in III semester	SEC-01	Personality Development and Communication Skills	
		SEC-02	E-Commerce	
		SEC-03	Entrepreneurship for Small Business	
	Any 1 in IV	SEC-04	Commodity and Stock Market	

	semester	SEC-05	Personal Selling and Salesmanship
		SEC-08	Office Management
Generic Elective Course	Any 1 in I semester	BBA-103	Cyber Crimes and Law
		BBA-104	Organisational Behaviour
	Any 1 in II semester	BBA-203	Insurance & Risk Management
		BBA-204	Production & Operations Management
	Any 1 in III semester	BBA-304	Tax Planning
		BBA-305	Industrial Psychology
Any 1 in IV semester	BBA-404	Indian Economy	
	BBA-405	International Business	
Non Credit Compulsory Course (In 1st year)		HVE-01	Human Values and Professional Ethics
Summer Training/Research/Dissertation		BBA-551	Summer Training Project Report

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 30% of the final grade that a student gets in a course, and
2. End-Semester Examination (ESE) accounting for the remaining 70% 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 **30 marks** comprised of:

- 4.2.1.1 Midterm written test / practical including in-between snap tests if any shall carry **15 marks** independently in each subject.
- 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.
- 4.2.1.3 A maximum of **10 marks** in each subject shall be awarded for attending classes (theory / practical) 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
Less than 50% attendance	-	0 Mark

4.2.2 **END SEMESTER EXAMINATION (ESE)**

The remaining 70% 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 got set by the Controller of Examinations (CoE) of the Swami Vivekanand Subharti University (SVSU) by a selected faculty panel.

4.2.3 **SUMMER TRAINING PROJECT REPORT (BBA-551):**

- a) After the fourth semester examination, every student during the summer vacation will undergo an on-the-job practical training in a manufacturing, service or financial organization. The training will be for 6 to 8 weeks.
- b) During the training, the student is expected to learn about the organization and analyze and suggest solutions of a live problem. The objective is to equip the student with the knowledge of actual functioning of the organization and problems faced by it with a view to exploring feasible solutions and suggestions.
- c) During the training, the organization (where the student is undergoing training) will assign a problem/project to the student.
- d) The student, after completion of the training will submit a report that will form part of the fifth semester examination.
- e) The report (based on the training and the problem/project studied) prepared by the student will be known as Summer Training Project Report. The report should ordinarily be based on primary data. It should reflect in-depth study of a micro problem, ordinarily assigned by the organization where student undergoes training. Relevant tables and bibliography should support it.
- f) The report should have a comprehensive chapter about the organization where the student has undergone training. This should deal with brief history of the organization, its structure, performance, products/services and problems faced. This chapter will form part I of the report. Part II of the report will contain the study of the micro research problem. The size of the report ordinarily will be 100 to 150 typed pages in standard font size (12) and double spacing. Three neatly typed and soft bound (paperback) copies of the report will be submitted to the Department. The report will be typed in A-4 size paper.
- g) The report will have two certificates. One by the Head of the Department and the other by the Reporting Officer of the organization where the student has undergone training. These two certificates should be attached in the beginning of the report.
- h) The report will be evaluated by one external examiner. He/She shall award marks on the Summer Training Report out of maximum of 100 marks (75 marks shall be for presentation and comprehensive viva voce and 25 marks for the report).
- i) The student will make presentation in the presence of teachers and students. The student is expected to answer the queries and questions raised during the presentation.
- j) The report will only be admissible for examination if it clears the rules for plagiarism set by the university.
- k) The summer training project report along with comprehensive viva voce is equal to 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.

4.4 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
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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

(e) 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

$(S_i) = \frac{\sum (C_i \times G_i)}{\sum C_i}$, where C_i is the number of credits of the i th course and G_i is the grade point scored by the student in the i th course.

$CGPA = \frac{\sum (C_i \times S_i)}{\sum C_i}$ where S_i is the SGPA of the i th semester and C_i 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 be subject to the subsequent ratification by the Executive Council.