

Ordinance

No. V-4(A)

OF

BACHELOR OF BUSINESS ADMINISTRATION

Date of Academic Council Meeting: 06/05/2025

Date of Executive Council Meeting: 28/06/2025



SWAMI VIVEKANAND
SUBHARTI
UNIVERSITY
Approved by UGC *Where Education is a Passion...*



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)

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& Commerce

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Date of Academic Council Meeting: 06/05/2025

Ordinance No. V-4(A)

Four Year Degree Programme - Effective from 2025-26

Chapter-I

GENERAL

1. This Ordinance may be called the **“Ordinance relating to Bachelor of Business Administration (BBA) (Four Year Degree Programme -FYDP)**
2. This Ordinance is applicable to UG programme as per Choice Based Credit System (CBCS) Semester Mode as per the "Guidelines for Multiple Entry and Exit in Academic Programme" issued by UGC, New Delhi under National Education Policy 2020.
3. **This ordinance shall be applicable for Bachelor of Business Administration (BBA) in the University under the Undergraduate Curriculum Framework (UGCF)-2022, based on the National Education Policy-2020 from the Academic Session 2025-26.**
4. **As per UGC provision given in “ Curriculum and Credit Framework for Undergraduate Programmes” the Students who have already enrolled and are pursuing UG programme as per Choice Based Credit System (CBCS) are eligible to pursue 4-year undergraduate programme and the university concerned may provide bridge courses (including online courses) to enable them for transition to 4-degree UG programme.**

INTRODUCTION

Acharya Vishnu Gupt Subharti College of Management and Commerce (AVGSCMC) 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 & and 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 in an extensive research-driven environment through multidisciplinary and 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 & and global levels and by maintaining a strong academic industry interface.

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

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 Programme are:

1. To provide basic understanding of Management Education to students.
2. To develop skills in students for self employment.
3. To stimulate in students an interest in research and initiate them into research methodologies

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Acharya
Sharma

Sharma

Sharma


Prasanna








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.

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.


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CHAPTER- 2

ELIGIBILITY CRITERIA FOR ADMISSION IN BACHELLOR DEGREE PROGRAMME

Admission rules and guidelines for admission to these programmes have been framed by the University for Admission in its institutions. **Ordinance No.V-(1) "Ordinance relating to approval of course and admission criteria"** of first academic Ordinances of SVSU University, Meerut can be referred to.

6. The student who has passed the Grade 12 Examination from Board of Secondary Education CBSC or an equivalent examination from any other board recognised by the State Government determined in advance by the University/Constituent Institutions following the guidelines issued by the State Government/ Central Government/UGC and other statutory bodies concerned will be eligible for admission to these Undergraduate Programmes.

7. The admission shall be made on the merit calculated on the basis of criteria notified by the University/ Central Government/State Government, keeping in view the guidelines in this regard issued by the UGC and other statutory bodies concerned.

8. Student enrolment in a programme shall be restricted to the seats allotted by the University.

9. The intake capacity shall be determined in advance by the University under the provisions of this Ordinance applicable from the academic session 2022-23.

10. Depending upon the academic and physical facilities available, the University may earmark seats to a maximum of 10% of the seats sanctioned for the previous year of the programme for lateral entrants in the *second year/third year/fourth year* of a first-degree programme, if the students has successfully completed the first year/second year/third year of the same programme in any institution and wants to re-enter into the programme after a break in studies.

CHAPTER-3

OUTLINE OF CHOICE BASED CREDIT SYSTEM

11. The four year undergraduate programme shall comprise course under the following subjects/categories.

- i. Major Course (MJC)
- ii. Minor Course (MIC)
- iii. Multidisciplinary Course (MDC)
- iv. Skill Enhancement Course (SEC)
- v. Value Added Course (VAC)
- vi. Ability Enhancement Courses (AEC)
- vii. Internship (INT)
- viii. Research Project (RP) / Dissertation

12. The nature of these courses is as defined below:

12.1. **Major Course (MJC):** are designed to impart students the core concept, principals and processes and laboratory as well as instrumental skills in main branches. MJC's are a mandatory requirement for student's program of study who wish to pursue undergraduate degree. MJC's are


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appropriately graded and arranged across the semesters of the study, being undertaken by the student, with multiple entry and exit options as per UGC Curriculum.

12.2. Minor Course (MIC): The growth of specific subject in the past few decades have been tremendous and many new sub-disciplines have emerged. It is important that apart from the main branches of the subject, a study of these new branches is also included in the curriculum. The Minor Course (MIC) incorporates important emerging areas and a pool of credit courses from their own faculty are included out of which a student will choose to study, based on his/her interest from their own faculty.

12.3. Multidisciplinary Course (MDC): Multidisciplinary courses are a pool of courses offered by various disciplines or interdisciplinary education to student. Student may opt for any three Multidisciplinary course out of a list of Multidisciplinary Papers (Basket) offered by the parent department or any other department/s as per hi/her choice with permission of parent department. The list of multidisciplinary papers, syllabus and prerequisite of the multidisciplinary courses will be as decided by the Board of Studies of the concerned subject / department / Academic Council.

12.4. Skill Enhancement Course (SEC): SEC are skill-based courses in all disciplines and are aimed at providing hands-on training, competencies, proficiency and skills to students. SEC courses may be chosen from a pool of courses designed to provide skill-based instructions.

12.5. Value Added Course (VAC): This is a pool of courses offered by all the departments in group of odd or even semesters out of which a student can choose. VAC courses are the common pool of courses offered by different disciplines and aimed towards personality building, embedding ethical, cultural and constitutional values, promoting critical thinking, Indian Knowledge Systems, scientific temperament, communication skills, creative writings, presentation skills, sports and physical education and teamwork which will help in all round developments of students.


12.6. Ability Enhancement Course (AEC): AEC courses are courses based on the content that leads to knowledge enhancement through various areas of study. Hey are language and literature, environmental science and sustainable development which are mandatory for all disciplines.

12.6. Internship (INT):

12.7. Research Project (RP) / Dissertation:

CHAPTER-4

PROGRAMME DURATION AND EXIT OPTIONS


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13. Students shall undergo a certified program of study extending up to eight semesters spread over four academic years. The certified program of Study is as under:

Table-1 Program Duration and Exit Options

Sl No.	Name of the Award	Stage of Exit	Mandatory Credits to be secured for the award
1	Undergraduate Certificate	After successful completion of Semester-II	Exit option to students with U.G. Certificate after completing I & II Semester earning full credits students will be awarded U.G. Certificate only if he/she takes one Vocational Course of 4 credits (during summer vacation). This course credit will not be included in SGPA & CGPA Calculation.
2	Undergraduate	After	Exit option to students with U.G. Certificate after

	Diploma	successful completion of Semester-IV	completing I,II, III & IV Semester earning full credits, if a student wants to exit he/she will be awarded U.G. Diploma only if he/she takes one Vocational Course of 4 credits (during summer vacation). This course credit will not be included in SGPA & CGPA Calculation.
3	Undergraduate Degree	After successful completion of Semester-VI	Exit Option: A student may be awarded 3 years UG Degree in the Major and Minor discipline, provided he /she earns all credits of I, II, III, IV & VI Semester. Award of Undergraduate Degree given after earning total credits -120
4	Undergraduate Degree (Hons with Research)	After successful completion of Semester-VIII	A student will be awarded Degree in U.G. Honours Major and Minor if he/she earns all the credits of I, II, III, IV, V, VI, VII & VIII Semester. Students who wants U.G Degree Honours with Research in Major he/she must obtain 7.5 CGPA and above in the I to VI Semester. Such students can choose a research stream in the fourth year if they earned minimum of 80 credits in previous semesters. Award of U.G. Degree (Honours with Research) is given after earning a total credits-160

Chapter-5

COURSE STRUCTURE FOR FOUR YEAR UNDERGRADUATE PROGRAMME UNDER CBCS SYSTEM

14. Each academic year shall consist of two semester: Odd Semesters (I, III, V, VII) from July to December and Even Semesters (II, IV, VI, VIII) from January to June.

14.1. The Four Year Undergraduate Programme (FYDP) will consists of following courses spanning over eight semesters:

SEMESTER-I

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
Major Course-1	MJC-1	BBA-101A	Business Economics	5	1	0	6	30	70	100
		BBA-101B	Basic Accounting							
Minor Course-1	MIC-1	BBA-102A	Business Statistics	3	1	0		30	70	

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		BBA-102B	Principles of Management				4			100
Minor Course-2	MIC-2	BBA-103	Green Marketing Management	3	1	0	4	30	70	100
Multidisciplinary Course-1	MDC-1	BBA-104	Computer Applications	3	1	0	4	30	70	100
Ability Enhancement Course-1	Theory	AEC-1	English Communication	1	0	0	2	15	35	100
	Practical	AEC-1-P		0	0	2		15	35	
Skill Enhancement Course-1	SEC-1	Z010101T	First Aid and Basic Health	2	0	2	3	30	70	100
Total				17	4	4	23	180	420	600

SEMESTER-II

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
Major Course-2	MJC-2	BBA-201A	Organisational Behavior	5	0	0	5	30	70	100
		BBA-201B	Business Finance							
Minor Course-3	MIC-3	BBA-202A	Human Resource Development	3	1	0	4	30	70	100
		BBA-202B	Marketing Theory and Practices							
Minor Course-4	MIC-4	BBA-203	Talent Management	3	1	0	4	30	70	100
Multidisciplinary Course-2	MDC-2	BBA-204	Advertising Management	3	1	0	4	30	70	100
Ability Enhancement Course-2	AEC-2	AEC-2	Environmental Science	2	0	0	2	30	70	100
Skill Enhancement Course-2	SEC-2	Z020201	Food, Nutrition and Hygiene	2	0	2	3	30	70	100

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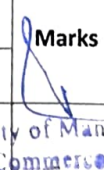
Total 22	180	420	600
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Note: Exist option to students with U.G. Certificate: After completing I, II Semester earning full credits students will be awarded U.G. Certificate only if he or she takes one Vocational Course of 4 credits (during summer vocation). This course will not be included in SGPA and CGPA Calculations.

SEMESTER-III

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
Major Course-3	MJC-3	BBA-301A	Management & Cost Accounting	5	0	0	5	30	70	100
		BBA-301B	Business Environment							
Major Course-4	MJC-4	BBA-302A	Production Management	3	1	0	4	30	70	100
		BBA-302B	Fundamentals of Business Analytics							
Minor Course-5	MIC-5	BBA-303A	Business Communication	3	1	0	4	30	70	100
		BBA-303B	Tourism and Travel Management							
Multidisciplinary Course-3	MDC-3	BBA-304	Business Law	3	1	0	4	30	70	100
Ability Enhancement Course-3	AEC-3	AEC-3	Disaster Risk Management	1	0	2	2	30	70	100
Skill Enhancement Course-3	SEC-3	Z030301	Human Values and Environmental Studies	2	0	2	3	30	70	100
TOTAL							22	180	420	600

SEMESTER-IV

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
Major Course-5		BBA-401A	Supply Chain Management	5	0	0	5	30	70	 Dean, Faculty of Management & Commerce

	MJC-5	BBA-401B	Research Methodology							100
Major Course-6	MJC-6	BBA-402A	Specialised Accounting	5	0	0	5	30	70	100
		BBA-402B	Consumer Behaviour							
Major Course-7	MJC-7	BBA-403A	Investment Analysis & Portfolio Management	5	0	0	5	30	70	100
		BBA-403B	Banking and Insurance							
Major Course-8	MJC-8	BBA-404A	Business Policy	5	0	0	5	30	70	100
		BBA-404B	Global HRM							
Minor Course-6	MIC-6	BBA-405A	Computer Application Analysis with Excel & SPSS	3	0	0	3	30	70	100
		BBA-405B	Business Ethics and Governance							
Ability Enhancement Course-4	AEC-4	AEC-4	NCC/NSS/MOOC*	2	0	0	2	30	70	100
TOTAL							25	180	420	600

* Communication Skills & Personality Development(BBA-406) can be opted by CDOE in place of NCC/NSS/MOOC.

Note: Exist option to students with U.G. Diploma: After completing I, II, III & IV Semester earning full credits, if a student want to exit he or she will be awarded U.G. Diploma only if he or she takes one Vocational Course of 4 credits (during summer vocation). This course will not be included in SGPA and CGPA Calculations.


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SEMESTER-V

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
Major Course-9	MJC-9	BBA-501A	Income Tax	5	0	0	5	30	70	100
		BBA-501-B	Marketing Communication							
Major Course-10	MJC-10	BBA-502A	Entrepreneurship and small business management	5	0	0	5	30	70	100
		BBA-502B	Sales management							
Major Course-11	MJC-11	BBA-503A	Digital Marketing	5	0	0	5	30	70	100
		BBA-503B	E- Commerce							
Major Course-12	MJC-12	BBA-504A	Industrial Relations & Labour Laws	5	0	0	5	30	70	100
		BBA-504B	Company Accounts							
Minor Course-7	MIC-7	BBA-505A	Personal Selling and Salesmanship	3	0	0	3	30	70	100
		BBA-505B	Business Mathematics							
Summer Training	INT-1	BBA-506	Internship**	0	0	8	4	0	100	100
Total				23	0	8	27	150	310	600

**Principles and Practices of Insurance (BBA 507) can be opted by CDOE in place of Internship


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SEMESTER-VI

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	ESE	
Major Course-13	MJC-13	BBA-601A	Project Management	5	0	0	5	30	70	100
		BBA-601B	Goods & Service Tax							
Major Course-	MJC-14	BBA-602A	Auditing	5	0	0		30	70	

14		BBA-602B	International Trade				5				100
Major Course-15	MJC-15	BBA-603A	Strategic Management	5	0	0	5	30	70	100	
		BBA-603B	Training and Development								
Major Course-16	MJC-16	BBA-604A	Soft Skill & Personality Development	5	0	0	5	30	70	100	
		BBA-604B	Negotiation & Counseling								
Minor Course-8	MIC-8	BBA-605A	Corporate Financial Restructuring	3	0	0	3	30	70	100	
		BBA-605B	Social Responsibility & Community Engagement								
Minor Course-9	MIC-9	BBA-606A	Corporate Accounting	3	0	0	3	30	70	100	
		BBA-606B	Monetary Theory and Banking in India								
TOTAL				26	0	0	26	180	420	600	

Note: Exist option: A student may be awarded 3year U.G. Degree in the Major & Mnor discipline, provided he/she earns all credits of I, II,II, IV, V & VI Semester.

SEMESTER-VII

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Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Mar ks
								CCA	ESE	
Major Course-17	MJC-17	BBA-701A	Advanced Research	5	0	0	5	30	70	100
		BBA-701B	Innovation and creativity							
Major Course-	MJC-18	BBA-702A	Social	5	0	0	5	30	70	

18			Entrepreneurship									
		BBA-702B	Entrepreneurial Promotions									100
Major Course-19	MJC-19	BBA-703A	E- Marketing					30	70			
		BBA-703B	Company Account	5	0	0	5					100
Major Course-20	MJC-20	BBA-704A	Family Business Management					30	70			
		BBA-704B	Marketing of Services	5	0	0	5					100
Minor Course-10	MIC-10	BBA-705A	Operation Research					30	70			
		BBA-705B	Information System for Managers	4	0	0	4					100
Total				24	0	0	24	150	350			500

SEMESTER-VIII

Name of Course	Type of Course	Paper Code	Course Name	L	T	P	Credit	Marks		Marks
								CCA	EFE	
Major Course-21	MJC-20	BBA-801A	International Business	4	0	0	4	30	70	100
		BBA-801B	Business Intelligence							
Minor Course -11	MJC-11	BBA-802A	Retail Management	4	0	0	4	30	70	100
		BBA-802B	Brand Management							
Research Project/Dissertation	RP-1	BBA-803	Dissertation				12	-	-	100
							20	60	140	300

Note-1: Break-Up of Credits Theory 1 Credit = 15 hours, Practical 1 Credit = 30 hours, Experiential learning including relevant experience and professional levels acquired 1 Credit = 40-45 hours. Subject / Courses having 5, 6 & 4 credits may be split into theory and practical where ever required with following credit and L.T.P.

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- A. For 6 credit course /subject: Theory -4-1-0, 4 credit, 100 marks, Practical-0-0-4, 2 credit, 100 marks
- B. For 5 credit course /subject: Theory -3-1-0, 3 credit, 100 marks, Practical-0-0-4, 2 credits, 100 marks
- C. For 4 credit course /subject: Theory -3-1-0, 3 credit, 100 marks, Practical-0-0-2, 1 credit, 100 marks

Note-2: U.G. Courses offered by SWAYAM / MOOC related to Multidisciplinary Courses (MDC) and Skill Enhancement, not studied a core course / paper may be selected by student with approval of Department. Students undertaking U.G. course from SWAYAM / MOOC shall be eligible for credit transfer if he / she gets a certificate for successful completion from SWAYAM.

Note-3: The syllabus of the programme may be revised as per the demand of different stakeholders by Board of Studies.


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BBA –FYDP Summary

Year	Semester	Credit	Marks	Total Credit	Total Marks	Completion on Exit
BBA 1 st Year	I	23	600	45	1200	Certificate
	II	22	600			
BBA 2 nd Year	III	22	600	92	2400	Diploma
	IV	25	600			
BBA 3 rd Year	V	27	600	145	3600	Degree
	VI	26	600			
BBA 4 th Year	VII	24	500	189	4400	UG degree with Honours
	VIII	20	300			

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List of all Courses under different categories for B.B.A Programme

Course Type	Type of Course	Course Code	Course Name
Major	MJC- 1	BBA-101A	Business Economics
		BBA-101B	Basic Accounting
	MJC- 2	BBA-201A	Organisational Behavior
		BBA-201B	Business Finance
	MJC- 3	BBA-301A	Management & Cost Accounting
		BBA-301B	Business Environment
	MJC- 4	BBA-302A	Production Management
		BBA-302B	Fundamentals of Business Analytics
	MJC- 5	BBA-401A	Supply Chain Management
		BBA-401B	Research Methodology
	MJC- 6	BBA-402A	Specialised Accounting
		BBA-402B	Consumer Behaviour
	MJC- 7	BBA-403A	Investment Analysis& Portfolio Management
		BBA-403B	Banking and Insurance
	MJC- 8	BBA-404A	Business Policy
		BBA-404B	Global HRM
	MJC- 9	BBA-501A	Income Tax
		BBA-501-B	Marketing Communication
	MJC- 10	BBA-502A	Entrepreneurship and small business management
		BBA-502B	Sales management
	MJC- 11	BBA-503A	Digital Marketing
		BBA-503B	E- Commerce
	MJC- 12	BBA-504A	Industrial Relations & Labour Laws
		BBA-504B	Company Accounts
	MJC- 13	BBA-601A	Project Management
		BBA-601B	Goods & Service Tax
	MJC- 14	BBA-602A	Auditing
		BBA-602B	International Trade
	MJC- 15	BBA-603A	Strategic Management
		BBA-603B	Training and Development

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	MJC- 16	BBA-604A	Soft Skill & Personality Development	
		BBA-604B	Negotiation & Counselling	
	MJC- 17	BBA-701A	Advanced Research	
		BBA-701B	Innovation and creativity	
	MJC- 18	BBA-702A	Social Entrepreneurship	
		BBA-702B	Entrepreneurial Promotions	
	MJC- 19	BBA-703A	E- Marketing	
		BBA-703B	Company Account	
	MJC- 20	BBA-704A	Family Business Management	
		BBA-704B	Marketing of Services	
	MJC- 21	BBA-801A	International Business	
		BBA-801B	Business Intelligence	
	Minor	MIC- 1	BBA-102A	Business Statistics
			BBA-102B	Principles of Management
		MIC- 2	BBA-103	Green Marketing Management
		MIC- 3	BBA-202A	Human Resource Development
			BBA-202B	Marketing Theory and Practices
		MIC- 4	BBA-203	Talent Management
		MIC- 5	BBA-303A	Business Communication
			BBA-303B	Tourism and Travel Management
		MIC- 6	BBA-405A	Computer Application Analysis with Excel & SPSS
BBA-404B			Business Ethics and Governance	
MIC- 7		BBA-505A	Personal Selling and Salesmanship	
		BBA-505B	Business Mathematics	
MIC- 8		BBA-605A	Corporate Financial Restructuring	
		BBA-605B	Social Responsibility & Community Engagement	
MIC- 9	BBA-606A	Corporate Accounting		
	BBA-606B	Monetary Theory and Banking in India		
MIC- 10	BBA-705A	Operation Research		
	BBA-705B	Information System for Managers		
MIC- 11	BBA-802A	Retail Management		

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		BBA-802B	Brand Management
Multidisciplinary Course - 1	MDC- 1	BBA-104	Computer Applications
	MDC- 2	BBA-204	Advertising Management
	MDC- 3	BBA-304	Business Law
Ability Enhancement Course- 1	Theory	AEC-1	English Communication
	Practical	AEC-1-P	
	AEC-2	AEC-2	Environmental Science
	AEC-3	AEC-3	Disaster Risk Management
	AEC-4	AEC-4	NCC/NSS/MOOC
Skill Enhancement Course- 1	SEC- 1	Z010101T	First Aid and Basic Health
	SEC- 2	Z020201	Food, Nutrition and Hygiene
	SEC- 3	Z030301	Human Values and Environmental Studies
Summer Training	INT- 1	BBA-506	Internship
Research Project/ Dissertation	RP- 1	BBA- 803	Dissertation

The summary table of credit allocation for 4 year U.G Programme:

Type of the Course	Name of Course	Credit
MJC	Major Course	104
MIC	Minor Course	40
MDC	Multidisciplinary Course	12
AEC	Ability Enhancement Course	08
SEC	Skill Enhancement Course	09
INT	Internship	04
RP	Research Project / Dissertation	12
Total		189


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CHAPTER-6

EVALUATION

15. Any student admitted to Undergraduate Programme and registered in the University shall be eligible to appear in the University Examination for each semester only after securing 75 % attendance both in theory and practical classes separately and also passed in all CIA.

15.1. The University Examination of each course in all semesters shall have two components:

15.2. Continuous Internal Assessment (CIA) of MJC, MIC, MDC, AEC & SEC containing 30 marks.

15.3. End Semester Examination (ESE) of MJC, MIC, MDC, AEC & SEC containing 70 marks.

15.4. Component of CIA for theory course:

- One Mid Semester written test (1 x 15) = 15 Marks
- Seminar/Quiz/Presentation/Assignment = 10 Marks
- Attendance & Conduct = 05 Marks
- Total = 30 Marks

15.5. Component of CIA for practical course:

- One Mid Semester written test (1 x 15) = 15 Marks
- Seminar/Quiz/Presentation/Assignment = 10 Marks
- Attendance & Conduct = 05 Marks
- Total = 30 Marks

15.6. The CIA component of the examination shall be conducted by the department under the concerned teacher of the course / paper. He / She will be responsible for the submission of CIA marks after evaluation to HOD.

15.7. Only end semester examination shall be conducted by the University. For theory papers of 3 credits or more, there shall be a written examination of 3 hours duration. For theory papers of less than 3 credits, there shall be ESE of 2 hour duration. However, the ESE of practical and project dissertation, viva-voce shall be conducted in the respective department.

15.8. The evaluation of the Project Dissertation will also be based on CIA and end semester examination.

15.9. All such examinations shall be as per the provisions of the Examination Board.

16. The candidate's performance in the examination for the U.G. Programme shall be evaluated following the uniform grading system (credits) formulated on the guidelines of UGC for computation of Cumulative Grade Point Average (CGPA).



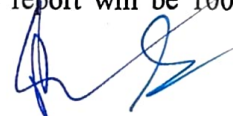


17. The examination of odd semester I, III, V and VII shall generally be held in November and December and that of even semester II, IV, VI and VIII in the month of April-May.

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DISSERTATION (BBA- 803)

- a) In the sixth semester, student the student has to undergo an extensive field work. on a problem/topic to be assigned by the Department under the supervision of a core Faculty member of the Department.
- b) The purpose of the field engagement is to observe relevant aspect at each location.
- c) The Dissertation will carry 100 marks. It will consist of (i) Evaluation of Dissertation (60 Marks) and (ii) Viva on Dissertation (40 Marks).
- d) The dissertation would have to be completed within 90 days from the date of approval of the topic.
- e) The External examination will be conducted by External Examiner appointed by the University. Examiner will award marks out of 100 (60 for report and 40 for viva-voce).
- 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. A certificate of the Supervisor and the Head of the Department 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 100 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 dissertation will be equal to 12 credits.**

Summer Training Report ((BBA- 506)

- a) In Second year, the student has to undergo an extensive field work as summer internship for 6 to 8 weeks.
- b) The student can also complete the summer internship in 5th sem but will be passed in second year only on completion of summer internship.
- c) The purpose of the field engagement is to observe relevant aspect at each location. The internship has to be done in a firm, organization, company industry (manufacturing or service) compulsory.
- d) The student will submit a summer training report after completion to the university. The report will have two certificates a) from the industry supervisor / HR of the organization where the training has been done b) From the dean/ Director of the faculty/college/ department certifying successful completion and submission of the work.
- e) The summer training Report will carry 100 marks. It will consist of (i) Evaluation of Report (60 Marks) and (ii) Viva on Dissertation (40 Marks). The university will appoint an external Examiner to evaluate the work.
- f) The Report will have to be submitted within 30 days from the completion of training. 
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- g) The report may 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 submit three copies of the report. The number of pages in the report will be 100 or more. The report should be typed in A-4 size paper.    

- h) The Summer training Report will have to be compliant on university rules related to Plagiarism and research Ethics.
- i) **The summer training Report will be equal to 4 credits.**

CHAPTER-7

PASSING OF EXAMINATION AND PROMOTION RULES

18. There shall be no supplementary examination in any of the courses / papers in any semester.

19. The candidates who have been admitted to the First Semester of a four year Undergraduate programme in a session can be placed in the following categories based on their attendance in the semester and performance in CIA:

19.1. Those who have cleared the CIA and attended the required minimum percentage (75%) of attendance shall appear in ESE.

19.2. Those who have not attended the required minimum percentage (75%) of attendance and not cleared the CIA shall in no case be permitted to appear in the ESE.

20. After appearing in end semester examination, the candidates can be placed in the following categories in the context of the declaration of end semester examination results.

20.1. To be declared pass in end semester examination: a candidates must secure at least a "P" grade as mentioned in Table No. 4 in each course /paper including CIA & ESE.

20.2. A candidate may be promoted to next semester based on the following criteria as given in Table No 3.

**Table-3
Promotion Criteria**

Sl. No.	Semester	Condition to be fulfilled for promotion
1.	From Semester-I to Semester-II	Attended all courses in Semester-I as a regular student and "SENT UP**" for the Semester-I Examination
2.	From Semester-II to Semester-III	Attended all courses in Semester-I & Semester-II as a regular student and "SENT UP**" for the Semester-II Examination. The candidate must earn 28 credits in Semester-I and II taken together in MJC, MIC, MDC, AEC & VAC
3.	From Semester-III to Semester-IV	Attended all courses in Semester-III as a regular student and "SENT UP**" for the Semester-III Examination.
	From Semester-IV to Semester-V	Attended all courses in Semester-I & Semester-II as a regular student and "SENT UP**" for the Semester-II Examination. The candidate must earn total credits of Semester-I & II and also at least 68 credits of Semester- I, II, III and IV taken together in

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		MJC, MIC, MDC, AEC & VAC
	From Semester-V to Semester-VI	Attended all courses in Semester-V as a regular student and "SENT UP**" for the Semester-V Examination.
	From Semester-VI to Semester-VII	Attended all courses in Semester-VI as a regular student and "SENT UP**" for the Semester-VI Examination. The candidate must earn total credits of Semester-III & IV and also at least 108 credits taken together in MJC, MIC, MDC, AEC, VAC and Internship (INT)
	From Semester-VII to Semester-VIII	Attended all courses in Semester-VII as a regular student and "SENT UP**" for the Semester-VII Examination.

Explanation Notes on "SENT UP":** The sent up for End Semester Examination here refers to those candidates who have a minimum 75% attendance in each course / paper separately.

21. Candidates shall have to clear their backlog courses/papers in the subsequent end semester examination of that semester whenever it is available.

22. The final result will be published only after he / she has clear all 160 credits and three more years can be given to clear all 160 credits.

23. Since it is a continuous evaluation programme, a student shall be awarded Semester Grade Points (SGPA) at the end of first semester examination, and in subsequent semesters till the fifth semester, and finally, in sixth Semester the result will be awarded based on CGPA. No grade points will be awarded if there is a backlog present.

24. The promoted candidate will not be awarded any SGPA /CGPA till he or she clears all the backlogs.

25. The promoted candidate he or she fails in ESE, he or she shall retains his/her CIA Score and will reappear in the ESE only of the semester whenever available.

26. Students undertaking any UG Course from SWAYAM/MOOC as SEC or MDC shall be eligible for credit transfer if he/she gets a certificate for successful completion from SWAYAM/MOOC.

27. The candidates must clear the programme within of seven years, the Academic Council may give one additional year of relaxation in case of exceptional circumstances.

28. Note: Special Provision: Cases of serious health problems and other strictly unavoidable circumstances, relaxation in required attendance might be condoned up to a maximum of 15%.

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CHAPTER-8

GRADING SYSTEM AND DECLARATION OF RESULT

29. The grading system stated below shall be used at the time of preparation of the result of the candidates who appeared in the examinations.

Table-4

Letter Grade	Grade Points	Description	Range of Marks(%)
O	10	Outstanding	>90-100
A+	9	Excellent	>80-<90
A	8	Very Good	>70-<80
B+	7	Good	>60-<70
B	6	Above Average	>55-<60
C	5	Average	>50-<55
P	4	Pass	>45-<50
F	0	Fail	<45
Ab	0	Absent	0

30. The Teacher and Examination Department shall use the following grading system: Result in the form of grade points consequent upon evaluation will be awarded in the following two manners.

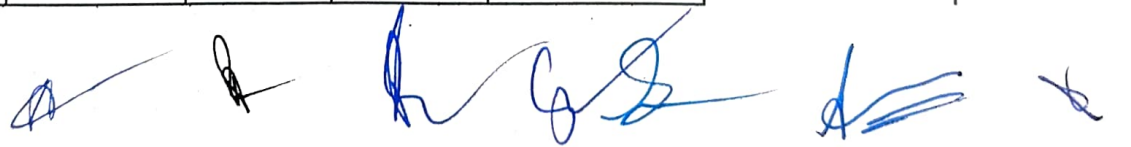
30.1. At the end of each semester which will be titled as Semester Grade Point Average SGPA.

30.2. At the end of the programme, which will be titled Cumulative Grade Point Average CGPA. The explanation for publishing results in the form of grade points is given in Table-5.

Table-5

ILLUSTRATION-SGPA AND CGPA CALCULATIONS

Course	Credit M_i	Grade Letter	Grade Point O_i	Credit Points [Credit (M_i) x Grade Point (O_i)]	SGPA [Credit Points /Credit]
SEMESTER-I					
MJC-1	6	A	8	48	7.04 [162/23] Dean, Faculty of Management Commerce
MIC-1	4	B+	7	28	
MIC-2	4	B+	7	28	
MDC-1	4	B+	7	28	



AEC-1/MIL	2	B	6	12	
SEC-1	3	B	6	18	
TOTAL	23			162	
SEMESTER-II					
MJC-2	5	A	8	40	7.0 [154/22]
MIC-3	4	B+	7	28	
MIC-4	4	B+	7	28	
MDC-2	4	B+	7	28	
AEC-2/EVS	2	B	6	12	
SEC-2	3	B	6	18	
TOTAL	22			154	
SEMESTER-III					
MJC-3	5	A	8	40	7.18 [158/22]
MJC-4	4	A	8	32	
MIC-5	4	B+	7	28	
MDC-3	4	B+	7	28	
AEC-3	2	B	6	12	
SEC-3	3	B	6	18	
TOTAL	22			158	
SEMESTER-IV					
MJC-5	5	A	8	40	7.32 [183/25]
MJC-6	5	A	8	40	
MJC-7	5	B+	7	35	
MJC-8	5	B+	7	35	
MIC-6	3	B+	7	21	
AEC-4/NCC	2	B	6	12	
TOTAL	25			183	
SEMESTER-V					
MJC-9	5	A	8	40	7.04 [190/27]
MJC-10	5	B+	7	35	
MJC-11	5	B+	7	35	
MJC-12	5	B+	7	35	
MIC-7	3	B+	7	21	
INT	4	B	6	24	
TOTAL	27			190	
SEMESTER-VI					
MJC-13	5	A	8	40	7.2 [187/26]
MJC-14	5	B+	7	35	
MJC-15	5	B+	7	35	
MJC-16	5	B+	7	35	
MIC-8	3	B	6	18	

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MIC-9	3	A	8	24
TOTAL	26			187

SEMESTER-VII

MJC-17	5	A	8	40	7.21 [173/24]
MJC-18	5	B+	7	35	
MJC-19	5	B+	7	35	
MJC-20	5	B+	7	35	
MIC-10	4	B+	7	28	
TOTAL	24			173	

SEMESTER-VIII

MJC-21	4	A	8	32	8.4 [168/20]
MIC-11	4	B+	7	28	
Research Project /Dissertation	12	A+	9	108	
TOTAL	20			168	

CGPA CALCULATIONS

SEMESTER-I	SEMESTER-II	SEMESTER-III	SEMESTER-IV	SEMESTER-V	SEMESTER-VI	SEMESTER-VII	SEMESTER-VIII
Credit:23 SGPA:7.04	Credit:22 SGPA:7.0	Credit:22 SGPA:7.18	Credit:25 SGPA:7.32	Credit:27 SGPA:7.04	Credit:26 SGPA:7.2	Credit:24 SGPA:7.21	Credit:20 SGPA:8.4
CGPA	$\frac{[(23 \times 7.04) + (22 \times 7.0) + (22 \times 7.18) + (25 \times 7.32) + (27 \times 7.04) + (26 \times 7.2) + (24 \times 7.21) + (20 \times 8.4)]}{1375.2}$ $= \frac{1375.2}{189} = 7.27619$						

31. The award sheet of the student will show the grades obtained in all courses / papers offered in each semester, the SGPA/CGPA and the promotion status.

32. The student shall have to obtain a minimum CGPA = 4.5 for the award of Bachelor Degree.

33. If a candidate got the CGPA less than 4.5 but earned required credits and pass in all papers / courses then 0.5 will be added in actual CGPA obtained but total CGPA should not exceed 4.5

34. If a student fails in any semester a grace marks of maximum 05 in split manner may be provided to make clear the subjects / Course in which the student is fail.

35. The following formula shall be used to find percentage equivalent to CGPA

$$\% \text{ OF MARKS} = (\text{CGPA}) \times 10$$

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(Handwritten signatures and marks)

NOTE-1 : The credits will be awarded by the University. The credit can be calculated as follows:

- One hour of theory or one hour of tutorial or two hours of laboratory work per week for 15 weeks resulting in the award of **one credit**.
- Credits for internship shall be **one credit per week** of training, subject to a **maximum of six credits in a semester**.

NOTE-2: A student will be allowed to enter/re enter only at the odd semester and can only exit after even semester. Re-entry at various levels as lateral entrants in academic programmes should be based on the earned credits and proficiency test record.

NOTE-3: The validity of credits earned will be to a maximum period of seven years (as per UGC guidelines for multiple entry and exit in academic programmes or as specified by UGC in later stage).


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