No.KU/Aca(S&T)/RPH-394A/2021-22/**1155**   Date: **29 OCT 2021**

ಅಧಿಸೂಚನೆ

ವಿಷಯ: 2021–22ನೇ ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಎಲ್ಲ ಸ್ನಾತಕ ಕೋರ್ಸಗಳಿಗೆ 1 ಮತ್ತು 2ನೇ ಸೆಮೆಸ್ಟರ್
NEP-2020 ಮಾದರಿಯ ಪಠ್ಯಕ್ರಮವನ್ನು ಅಳವಡಿಸಿರುವ ಕುರಿತು.

ಉಲ್ಲೇಖ: 1. ಸರ್ಕಾರದ ಅಧೀನ ಕಾರ್ಯದರ್ಶಿಗಳು(ವಿಶ್ವವಿದ್ಯಾಲಯ 1) ಉನ್ನತ ಶಿಕ್ಷಣ ಇಲಾಖೆ ಇವರ ಆದೇಶ
ಸಂಖ್ಯೆ: ಇಡಿ 260 ಯುಎನ್ಇ 2019(ಭಾಗ–1), ದಿ:7.8.2021.

2. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ದಿನಾಂಕ: 19.08.2021

3. ಈ ಕಚೇರಿ ಸುತ್ತೋಲೆ ಸಂ.No. KU/Aca(S&T)/RPH-394A/2021-22/18 ದಿ:21.08.2021.

4. ಸರ್ಕಾರಿ ಆದೇಶ ಸಂ ಇಡಿ 260 ಯುಎನ್ಇ 2019(ಭಾಗ–1),ಬೆಂಗಳೂರು ದಿ. 15.9.2021.

5. ಎಲ್ಲ ಅಭ್ಯಾಸಸೂಚಿ ಮಂಡಳಿ ಸಭೆಗಳ ನಡವಳಿಗಳು

6. ಎಲ್ಲ ನಿಖಾಯಗಳ ಸಭೆಗಳು ಜರುಗಿದ ದಿನಾಂಕ: 24,25–09–2021.

7. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 01 ದಿನಾಂಕ: 28.9.2021.

8. ಈ ಕಚೇರಿ ಸುತ್ತೋಲೆ ಸಂ.No. KU/Aca(S&T)/RPH-394A/2021-22/954 ದಿ:30.09.2021.

9. ಎಲ್ಲ ನಿಖಾಯದ ಡೀನರು / ಸಂಪನ್ಮೂಲ ತಜ್ಞರ ಸಭೆ ದಿನಾಂಕ 21.10.2021.

10. ಎಲ್ಲ ಸ್ನಾತಕ ಅಭ್ಯಾಸಸೂಚಿ ಮಂಡಳಿ ಅಧ್ಯಕ್ಷರುಗಳ ಸಭೆ ದಿನಾಂಕ 22.10.2021.

11. ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ನಿರ್ಣಯ ಸಂಖ್ಯೆ: 01 ದಿನಾಂಕ: 27.10.2021.

12. ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶ ದಿನಾಂಕ: **29-10-2021**

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ಮೇಲ್ಕಾಣಿಸಿದ ವಿಷಯ ಹಾಗೂ ಉಲ್ಲೇಖಗಳನ್ವಯ ಮಾನ್ಯ ಕುಲಪತಿಗಳ ಆದೇಶದ ಮೇರೆಗೆ, 2021–22ನೇ
ಶೈಕ್ಷಣಿಕ ಸಾಲಿನಿಂದ ಅನ್ವಯವಾಗುವಂತೆ, ಎಲ್ಲ B.A./ BPA (Music)/BVA/ BTTM/ BSW/ B.Sc./B.Sc. Pulp & Paper
Science/ B.Sc. (H.M)/ BCA/ B.A.S.L.P./ B.Com/ B.Com (CS)/ & BBA   ಸ್ನಾತಕ ಕೋರ್ಸಗಳ 1 ಮತ್ತು 2ನೇ
ಸೆಮೆಸ್ಟರಗಳಿಗೆ NEP-2020 ರಂತೆ ವಿಶೇಷ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯ ಅನುಮೋದಿತ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಈಗಾಗಲೇ
ಪ್ರಕಟಪಡಿಸಿದ್ದು, ಮುಂದೆ ದಿನಾಂಕ 04.10.2021 ವರೆಗೆ ಸರಕಾರವು ಕಾಲಕಾಲಕ್ಕೆ ನೀಡಿದ ನಿರ್ದೇಶನಗಳನ್ನು ಅಳವಡಿಸಿಕೊಂಡು
ದಿನಾಂಕ 27.10.2021 ರಂದು ಜರುಗಿದ ವಿದ್ಯಾವಿಷಯಕ ಪರಿಷತ್ ಸಭೆಯಲ್ಲಿ ಅನುಮೋದನೆ ಪಡೆದು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲ
www.kud.ac.in ದಲ್ಲಿ ಭಿತ್ತರಿಸಲಾಗಿದೆ. ಸದರ ಪಠ್ಯಕ್ರಮಗಳನ್ನು ಕ.ವಿ.ವಿ. ಅಂತರ್ಜಾಲದಿಂದ ಡೌನಲೋಡ ಮಾಡಿಕೊಳ್ಳಲು
ಸೂಚಿಸುತ್ತ ವಿದ್ಯಾರ್ಥಿಗಳ ಹಾಗೂ ಸಂಬಂಧಿಸಿದ ಎಲ್ಲ ಬೋಧಕರ ಗಮನಕ್ಕೆ ತಂದು ಅದರಂತೆ ಕಾರ್ಯಪ್ರವೃತ್ತರಾಗಲು ಕವಿವಿ
ಅಧೀನದ/ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ ಸೂಚಿಸಲಾಗಿದೆ.

ಕುಲಸಚಿವರು.

ಅಡಕ: ಮೇಲಿನಂತೆ

ಗೆ,
ಕರ್ನಾಟಕ ವಿಶ್ವವಿದ್ಯಾಲಯದ ವ್ಯಾಪ್ತಿಯಲ್ಲಿ ಬರುವ ಎಲ್ಲ ಅಧೀನ ಹಾಗೂ ಸಂಲಗ್ನ ಮಹಾವಿದ್ಯಾಲಯಗಳ
ಪ್ರಾಚಾರ್ಯರುಗಳಿಗೆ. (ಕ.ವಿ.ವಿ. ಅಂರ್ತಜಾಲ ಹಾಗೂ ಮಿಂಚಂಚೆ ಮೂಲಕ ಬಿತ್ತರಿಸಲಾಗುವುದು)

ಪ್ರತಿ:

1. ಕುಲಪತಿಗಳ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

2. ಕುಲಸಚಿವರ ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

3. ಕುಲಸಚಿವರು (ಮೌಲ್ಯಮಾಪನ) ಆಪ್ತ ಕಾರ್ಯದರ್ಶಿಗಳು, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

4. ಅಧೀಕ್ಷಕರು, ಪ್ರಶ್ನೆ ಪತ್ರಿಕೆ / ಗೌಪ್ಯ / ಜಿ.ಎ.ಡಿ. / ವಿದ್ಯಾಂಡಳ (ಪಿ.ಜಿ.ಪಿಎಚ್.ಡಿ) ವಿಭಾಗ, ಸಂಬಂಧಿಸಿದ
ಕೋರ್ಸುಗಳ ವಿಭಾಗಗಳು ಪರೀಕ್ಷಾ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

5. ನಿರ್ದೇಶಕರು, ಕಾಲೇಜು ಅಭಿವೃದ್ಧಿ / ವಿದ್ಯಾರ್ಥಿ ಕಲ್ಯಾಣ ವಿಭಾಗ, ಕ.ವಿ.ವಿ. ಧಾರವಾಡ.

Karnatak University, Dharwad
Kousali Institute of Management Studies

Regulations and Syllabus of
Bachelor of Business Administration
(BBA PROGRAMME)

**As per NEP 2020 Regulations of KUD, and as per resolutions of
Ad-hoc BOS on BBA held on 04-09-2021**

By :
Faculty of Management,
Kousali Institute of Management Studies.
Karnatak University, Dharwad.
e-mail : directorkimskud@gmail.com

Regulations of BBA Programme

1. Title and Commencement :

a. These regulations shall be called as 'Regulations' governing Three Years Bachelor Degree titled Bachelor of Buisiness Administration (BBA Programme) and Four Years honors degree titled Bachelor of Buisiness Administration Honors (BBA Honors) undergraduate Programmes as per NEP-2020 for the Karnatak University, Dharwad.

b. These regulations are framed as per section 44(1c) of K.S.U. Act 2000 for introduction of Programmes.

c. As per Section 44(3) of K.S.U. Act 2000, these Regulations shall come into effect from the academic year: 2021-22 after H.E. the Chancellor's assent.

2. The Salient Features of the Four Years BBA Honors Programme:

a. It is a Choice Based Credit System under Semester Scheme.

b. The programmes comprise of about 50% Discipline Specific Core Courses as Major subjects, 20% Discipline Specific Core Courses / Multi-Discipline Specific Courses as Minor courses, and remaining 30% Ability Enhancement Compulsory Courses, Skill Enhancement Courses along with Open Elective Courses.

c. The relative importance of Courses of the study is measured in terms of credits.

d. The programme permits horizontal mobility in course selections and vertical growth in the core courses.

e. The students shall take part in value-based activities.

f. The declaration of result is based on Aggregate Percentage of marks obtained and Cumulative Grade Point Average (CGPA) earned.

g. The candidate has an option to exit after TWO, FOUR and SIX semesters of the programme and shall be awarded Certificate, Diploma, and General Degree, respectively with a provision to reenter and complete the degree.

h. There is a provision to transfer the credits earned by the candidate during transfer from one institution to other.

i. The programme permits the consideration of credits earned from SWAYAM and other platforms recognized by the University.

j. The Programme has special provisions for independent learners to earn additional credits from inter / intra disciplinary subjects apart from mandatory credits.

3. Definitions:

In these Regulations, unless the context otherwise requires:

i. "University" means Karnatak University, Dharwad

ii. "College" means the Higher Education Institution affiliated to University.

iii. "Programme" or "Programme of study" means a higher education programme pursued for a degree specified by the Commission under sub-section (3) of section 22 of the University Grants Commission Act, 1956 (3 of 1956).

iv. "Discipline" means faculty *viz.* Arts, Social Science, Science, Commerce, Management, etc.

v. "Course" means subject or papers having specified units which go to comprise a specified programme of study.

vi. "Credit" means the standard methodology of calculating teaching hours of the course per week in the semester system.

vii. "Candidate" means, a person seeking admission or appearing for examination to the Under Graduate Programme.

viii. "Student" means a person admitted to, and pursuing, a specified credit-based course/programme of study in a higher education institution.

ix. "BoS" means Board of Studies in the various courses.

4. Programme Structure:

The Semester system, Duration and other programme requirements are :

41: BBA honors programme shall have eight semesters duration

4.2: Each academic year shall have two semesters; odd and even semesters.

4.3: Each semester shall have 16 weeks (06 days per week system) with 90 working days (excluding Sundays and other holidays).

4.4: The BBA Programme shall have multiple exit option at the end of TWO/FOUR/SIX semesters (ONE, TWO, or THREE academic years respectively) with the award of Certificate, Diploma and General Degree.

4.5: The candidate availing exit option shall re-enter the programme at the beginning of any academic year to complete the degree with the prevailing syllabi.

4.6: All candidates shall be awarded Bachelor's degree with Honors on successful completion of EIGHT semesters (FOUR academic years) undergraduate programme.

4.7: BBA programme shall have three components,

a) **Discipline Specific Core Courses (DSCC):** DSCC are Compulsory Core Courses of the programme.

b) **Elective Courses (EC):** Elective Courses shall have three categories, *viz.,* Discipline Specific Core Elective (DSE) Courses, Open Elective Course (OEC), Dissertation/ Research Project, Vocational Course, and Internship.

 i. **Discipline Specific Core Elective (DSE):** Elective courses offered under the core discipline of the study are Discipline Specific Core Elective (DSE).

 ii. **Open Elective Course (OEC):** An elective course chosen from any other discipline/subject, with an intention to seek exposure beyond core discipline is called Open Elective Course in all the programmes.

 The student shall select any one OEC in the given semester, other than his / her DSCC across the disciplines including Management.

 A student can opt to study the OEC from the same subject in all the 04 semesters or can choose different OECs in every semester.

 iii. **Dissertation / Research Project:** An elective course designed to acquire special / advanced knowledge; such as supplement study / support study to a project work, and a candidate shall study such a course on his / her own, with an advisory support of a teacher / faculty member is called Dissertation / Research project.

 iv. **Vocational Courses:** Vocational course refers to instructional and hands-on training programs / courses that focus on the skills required for a particular job function or trade for various programmes mentioned in the **Annexure -1.**

 v. **Internship:** It shall be a short term internship of 10-15 days in 6th semester and long term internship of about 30 days in lieu of Dissertation / Research project work in 8th semester for a job training in a suitable organization or hands on training or activity based course at college level in order to gain work experience or to satisfy the requirements for a qualification.

c) **Ability Enhancement Courses (AEC):** The Ability Enhancement Courses (AEC) shall be of two kinds: i) Ability Enhancement Compulsory Courses (AECC) and ii) Skill Enhancement Courses (SEC).

 i. **Ability Enhancement Compulsory Courses (AECC):** Environmental Study, Indian Constitution, English and Modern Indian languages (MIL) / Modern European Language Communications (MEL) are AECCs. **(Annexure3).**

 Environmental Study and Indian Constitution are mandatory.

A Student shall study Kannada as a First Language and any one of MIL/MEL as second language.

Those who have not studied Kannada up to PUC / 10+2 Level shall study Functional Kannada (simple Kannada) in I semester and choose any 02 languages in the remaining 03 semesters.

P.S.: 1) A deaf/spastic/mentally retarded/visually impaired/learning deficiency student shall be exempted from learning any one of the languages like English or MIL.

2) MIL means the languages mentioned in VIII Schedule of the Constitution of India.

ii. **Skill Enhancement Courses (SEC):** These courses shall be chosen from a pool of courses designed to provide value-based and skill-based knowledge and should contain lab/hands-on training/ fieldwork.

d) **Special provision for independent learners: Fast track completion of 03/04- Year degree programme:** The students who wish to complete the undergraduate programmes faster may do so by completing the different courses equal to the required number of credits and fulfilling all other requirements in N-1 semesters (where N is the number of semesters of an undergraduate programme). This facility is available for undergraduate programmes with a minimum duration of three years or six semesters.

For example, a student may obtain his/her Six Semesters Bachelor's degree, after successfully completing five semesters of the programme, provided he/she has earned required/ prescribed number of credits and fulfills all other requirements for awarding the degree.

Likewise, a student may obtain his/her Eight Semesters Bachelor's degree with honors, after successfully completing seven semesters of the programme, provided he/she has earned required number of credits and fulfills all other requirements for awarding the Bachelor's degree with honors.

1. **Slow track completion of 03/04- Year degree programme:** The students may complete the undergraduate programme in slow track. They may pursue the three years or six semester programme in 4 to 5 years and four years or eight semester programme in 5 to 6 years.

Hence, the higher education institutions have to admit candidates not only for programmes, but also for subjects or courses. But the new admissions are generally made in the beginning of an academic year.

However, these provisions(4.1(d) i& ii) are applicable only for those students taking admission for the 5th and 7th semesters of the 3 and 4 years undergraduate programmes,

respectively. Further, these options shall be applicable only after issue of guidelines/ notification from the Regulatory authorities / University.

2. **Earning additional credits:** The student shall have an option to study any number of additional OEC/SEC from SWAYAM or similar platforms recognized by the University.

4.8: Credit system of the programme: Each 04-year programme shall have a minimum of **186 credits**. Credit means the unit by which a course is measured.

a) 1 hour lecture or 1 hour tutorial per week is equal to 1 credit and that of 2 hours practical is equal to 1 credit. Tutorial is not mandatory for all the courses. However, the concerned BoS shall decide the necessity for any Course.

b) Courses with 3 to 6 credits shall be evaluated for 100 marks and courses with less than 3 credits, including practical, shall be evaluated for 50 marks.

4. Workload for Teachers :

Each theory session may have up to a maximum of 60 students, extendable to 70 students . To determine a teacher's work load one hour theory/tutorial/practical class shall be considered equal to one hour work load.

5. Admission Procedure

5.1: **Invitation of Applications:**

a) The University shall issue a notification for admission to various UG Programmes for all odd semesters soon after the announcement of PUC II year / 10+2 results.

b) Admissions shall be purely based on merit cum roster as per the norms of Government of Karnataka issued from time to time.

c) Academic year normally commences in the month of June every year. The exact date for commencement of academic year shall be decided by the University.

d) Affiliated colleges shall admit students for each programme not exceeding the approved intake. Prior approval from the University is mandatory in case the admissions exceed approved limit.

5.2**: ELIGIBILITY:** A candidate who has passed two-year Pre-University Course (PUC) Examination conducted by Pre-University Education Board, Government of Karnataka,

or 10+2 Examination conducted by CBSE or equivalent examinations by any Other State or any other recognized Board / Department or 3-year Diploma Course with any subject

or 2-year JOC / ITI of any subject shall be eligible for admission to First Semester BBA Programme. A candidate with PUC / 10+2 of any stream shall be eligible.

5.3: **Admission Eligibility for Second and Subsequent Semesters:**

a) BBA Programmes shall have carryover system up to 6th semester. The admission conditions are:

   i. 75% attendance shall be mandatory for each semester and for each course to appear for semester-end examination. Further, 20% attendance shall be condoned for the students participating/involved in Co-curricular/Extra-Curricular activities like NCC/NSS/Sports/Cultural Activities/Study Tours/Field Work/Seminars, etc., with prior permission of the Principal of the College in writing.

   ii. Candidates with 75% attendance but failing to appear for semester-end examination shall also be eligible to seek the admission for immediate higher semester.

   iii. Mere submission of application by the candidate to appear for examination without 75% attendance shall not be eligible for higher semester.

   iv. Candidates not submitting examination application forms but maintaining 75% attendance shall not be eligible for admission to higher semester.

   v. If the candidate appears for II semester end examination and discontinued for III semester and wishes to take admission for IV semester in future, such candidates shall not be allowed for IV semester. Such candidate shall again seek admission to III semester as per University schedule. This is also applicable to other odd semesters.

   vi. A candidate who does not satisfy the requirement of 75% attendance even in one Course (subject/paper) shall not be permitted to take the University examination of that semester and he/she shall seek re-admission to that Semester in a subsequent year as per University schedule.

   vii. **Eligibility for admission to Bachelor's Degree (BBA Honors):** A candidate seeking admission to a Bachelor's degree (BBA Honors) in a specified field of learning shall have passed the relevant three-year bachelor's degree with minimum CGPA of 7.5 is eligible to continue the fourth year undergraduate programme.

   viii. A candidate can seek admission to the 7th Semester in any College running Honors Programme subject to the availability of intake capacity of such Major Courses in the College.

   ix. There shall be a provision for carryover system from 7th to 8th semester, subject to the fulfillment of 75% attendance in each Course and submitting the examination application form.

5.4: Medium of instruction:

The medium of instruction shall be English. The candidate has to write the examination only in English except in the language papers .

5.5: Change of Programme:

BBA Programme is specific in nature and hence, there shall not be any provision to change the programme.

5.6: Change of subject / DSCC

The MIL/MEL subject studied by the Students in I semester shall be the same for all other semesters as per programme structure. However, the students who have studied Functional Kannada in I semester can opt the same subject or other MIL/MEL which shall be continued till IV semester.

5.7: Change of College/Transfer

a) Candidate shall be permitted for change of college only for the odd semesters by seeking admission within the stipulated period mentioned in the admission notification with the due consent from both the colleges. There shall not be any provision for transfer/change of college for even semesters. Further, lower semester examination failure/MPC candidates are not eligible for transfer/change of college within the Karnatak University's affiliated colleges.

b) The same shall be applicable for the candidate seeking transfer from the colleges of other University within or outside the state or country by producing the eligibility certificate issued by Karnatak University with the confirmation of similarity of the programmes with each other.

c) Such transfer of admission shall be within the intake capacity of the respective class/ subject of the respective College.

d) The Degree of 3 or 4 years shall be awarded from the University where the candidate has earned a minimum 50% of the credits prescribed for the programme.

6: Examination

6.1: The prescribed courses of 3 to 6 credits shall be evaluated for 100 marks and that of less than 3 credits, including practical, shall be evaluated for 50 marks. The project work / dissertation shall have 6 credits and be evaluated for 100 marks.

6.2: There shall be a continuous assessment of the student. For this purpose, semester examination is divided into two components:

a. **Theory papers / SEC as theory:**

i. *Formative (Internal) Assessment* - examinations conducted by the College for 40% of maximum marks allotted for each Course; and

ii. *Summative (Semester-end) written* examination conducted by University after 16th week of the commencement of semester for 60% of the maximum marks allotted for each Course.

b. **Practical / SEC as Practical:**

i. *Formative (Internal) Assessment* - examinations conducted by the College for 50% of maximum marks allotted for each course in 14th week of the commencement of semester; and

ii. *Summative (Semester-end) written* examination conducted by University after 16th week of the commencement of semester for 50% of the maximum marks allotted for each Course

6.3: **Formative(Internal Assessment (IA)) examinations:**

Theory Papers / SEC as Theory: The College shall conduct IA examination for theory subjects in the 8th week for 10%, 12th week for another 10% of maximum marks allotted for each Course. Duration of examination shall be 1 hour each, 10% shall be allotted for Case study / Assignment / Field work / Project work/ Activity etc and the remaining 10% shall be for seminar on the course.

i. **Practical :** The College shall conduct IA examination for practical paper in the 14th week for50% of maximum marks allotted for each Course. Duration of examination shall be 3 hours.

ii. **SEC as Practical:** The College shall conduct IA examination for SEC paper in the 14th week for 50% of maximum marks allotted for each Course. Duration of examination shall be 2 hours.

iii. **Project work /dissertation:** The College shall conduct written IA examination for Project work /dissertation in the 14th week for 50% of maximum marks allotted for each Project work /dissertation. Duration of examination shall be 1 hour.

iv. The Course teacher shall display the marks on notice board within 4 days after IA examination and allow the student for verification of IA Booklet if he/she wishes. Grievances shall be solved by the Course teacher and in complicated cases by the Principal/ representative of Principal as per internal mechanism of the College.

v. There shall not be any provision for improvement of IA marks or for remaining absent. However, IA exam shall be conducted for students who remained absent due to participation in the events related to **co curricular / curricular activities** conducted by recognized organizations**.**

vi. The College shall submit the IA marks to the University if student satisfies 75% attendance in the semester and shall be eligible to appear for semester-end examination.

vii. The mode of conducting semester end examination for discipline specific SEC shall be decided by the respective BoS.

6.4: Summative (Semester-end) examination:

The semester-end examination, for 60% of maximum marks allotted for each theory paper, shall be conducted by the University after 16th week of the commencement of the semester. The University shall conduct the semester-end examination for either odd or even semesters but not both simultaneously, unless otherwise specified.

i. Duration of theory examination shall be 02hours for 100 marks per Course (including IA marks) having 3 to 6 credits.

ii. Duration of theory examination shall be 1 hour for 50 marks Course (including IA marks) having the credits of less than 3.

iii. Duration of practical examination shall be 3 hours for 50 marks Course (including IA marks) having the credits of less than 3.

iv. SEC as practical, the duration of practical examination shall be 2 hours for 50 marks Course (including IA marks) having the credits of less than 3.

v. Each Faculty in consultation with the concerned BoS, shall decide the pattern of question paper for uniformity for all the core courses and elective courses.

vi. Question papers shall be prepared by a team of members of respective Board of Examiners (BoE).

vii. Concerned BoE shall decide the scheme of valuation of both theory and practical courses.

viii. There shall be a single valuation for theory papers from the members of concerned BoE under the supervision of moderator who is in turn under the supervision of Chairman of BoE.

ix. Practical/evaluation of project/dissertation work/Field Work assessment shall be conducted before the commencement of theory examination at the concerned colleges by two examiners; one from the same college as internal examiner and other from other colleges appointed by University as external examiner. There may be two

external examiners but not two internal examiners to conduct the examination. A pair of examiners shall conduct practical examinations for two batches per day having a maximum of 12 students in each batch.

x. The SEC offered from NSQF shall be evaluated by them. However, the SEC offered by the University shall be evaluated for 50 marks as per the guidelines / methodology issued by the University from time to time.

6.5: Passing criteria

a) A candidate has to score 40% in each course including the IA marks for passing the course, subject to the condition that:

i. There shall be no minimum or separate passing marks for the IA examination. The candidate has to score minimum 40% in the semester-end examination (Ex. for 100 marks paper; 40 IA + 60 semester-end exam and hence, minimum 24 marks for semester-end exam required). If candidate scores 40% by cumulating marks from IA and semester-end examination but fails to score 40% from the semester-end examination, such candidate shall be declared as fail.

ii. If the course is having both theory and practical, candidate has to pass both theory and practical independently. If the candidate fails in practical and passes in theory examination, such candidate shall reappear for practical examination only and vice versa.

iii. In all cases of failure in particular course, IA marks shall be protected and carried forward; and the candidate need not reappear for IA examinations in such cases.

b) On successful scoring of minimum 40% in all courses, the candidate shall be declared pass in the programme in that semester.

c) On successful scoring of minimum 40% in all courses and all the semesters, the candidate shall be declared pass in the entire programme.

6.6: Percentage and Grading

a) If P is the percentage of marks secured (IA + semester end score) by the candidate in a course which is rounded off to the nearest integer, the grade point (GP) earned by the candidate in that course will be given as below:

Percentage (%)	Grade(GP)	Percentage (%)	Grade(GP)
40	4.0	71-75	7.5
41-45	4.5	76-80	8.0
46-50	5.0	81-85	8.5
51-55	5.5	86-90	9.0
56-60	6.0	91-95	9.5
61-65	6.5	96-100	10.0
66-70	7.0		

Grade point of less than 4 shall be considered as fail in the course, hence, GP=0 and

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for the absent candidate also GP=0.

b) A student's level of competence shall be categorized by grade point (GP), Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA) of the programme.

c) **Semester Grade Point Average (SGPA):** The SGPA is a ratio of sum of the number of Credit Grade Points scored from all the courses (subject) of given semester to the total credits of such semester in which the candidate studied.

(Credit Grade Points of each course = Credits x GP)

d) **Cumulative Grade Point Average (CGPA):** It is calculated as below for 6 semester programme:.

$$CGPA= \frac{\{(Credit_1 \times SGPA_1) + (Credit_2 \times SGPA_2) + (Credit_3 \times SGPA_3) + (Credit_4 \times SGPA_4) + (Credit_5 \times SGPA_5) + (Credit_6 \times SGPA_6)\}}{\text{Total credits of programme (sum of credits of all semesters)}}$$

Or
$$CGPA= \frac{\text{Total credit grade points of all the courses(subjects) in the programme}}{\text{Total credits of programme}}$$

shall be awarded with CGPA score after rounding off to second decimal and class distinguishing as second class, first class, and distinction along with grade letter as under.

CGPA of the programme(Degree)	Class obtained	Grade Letter
9.5 to 10.00	Outstanding	A++
7.00 to 9.49	Distinction	A+
6.00 to 6.99	First Class	A
5.50 to 5.99	Second class	B+
5.00 to 5.49		B
4.00 to 4.99	Pass	C
Less than 4.0	Fail/ Reappear	D

f) 40% of Credits earned on par with the conventional mode of the respective courses if any through SWAYAM and other recognized platforms shall be considered for calculation of SGPA / CGPA.

g) Additional Credits with minimum 4 Grade points in each OEC/SEC earned by the independent learner under the provision of Section 4.1(d) of these Regulations shall be considered for CGPA subject to candidate's consent for inclusion.

h) Nevertheless, such students have to complete the mandatory credits of **50/100/146/ 188** (as mentioned in Annexure-1 A, B, C, D, E and F) with minimum Grade point =4 in each course to declare the result pass.

6.7. CRITERIA FOR AWARD OF DEGREE

On successful scoring of minimum 4 grade points in all courses of the programme, the Certificate/Diploma/Degree/Honors Degree shall be awarded for the candidates.

CLASSIFICATION OF SUCCESSFUL CANDIDATES: CLASSES AND GRADES

The results of successful candidates at the end of II, IV, VI and VIII semesters shall be classified on the basis of aggregate percentage of marks obtained in all the two, four, six or eight semesters and the Aggregate or Cumulative Grade Point Average (CGPA) for award of:

a) Certificate course for completion of first two semesters if the candidate wishes to exit.

b) Diploma course for completion of first four semesters in the programme if the candidate wishes to exit.

c) Bachelors Degree on completion of first six semesters in the programme if the candidate wishes to exit.

d) Bachelor degree with Honors for completion of all the eight semesters of the programme.

e) Nomenclature of the certificate, diploma, and degrees in different programmes is mentioned in Annexure-6.

The University shall issue the final grade card (Marks card) consisting of grade points along with marks of all courses successfully completed by the candidate at each stage the candidate wishes to exit with SGPA for all the semesters, CGPA with Grade Letter of the entire programme and Class obtained.

The Degree (General / Honors) shall be awarded in the Annual / Special convocation. The Degree certificate shall consist of CGPA of the programme and Class obtained.

6.8: Recounting, revaluation, challenge valuation, photo copying of answer papers

There shall be provision for recounting of marks, revaluation, challenge valuation, and photo copying of answer papers. The University shall invite applications for such purpose immediately after announcing the results for every semester by giving 10 days time to apply for the same online as per the existing ordinance and regulations and process the same accordingly.

6.9: Rank and Gold medals.

The University Ranks and Gold-Medals shall be awarded to both the students of 3-year Degree and 4-year Honor Degree. A 4-year Honors Degree Student shall be considered

for the award of Rank and Gold Medal who complete the Honors Degree without a break. A Student who exits at the end of 3-year and re-enters into the Honors Degree shall not be considered. The Students who complete a 3-year Degree without break in the examination including lateral entry from other college and does not continue the Honors degree anywhere in India shall be considered for the award of medals and ranks. However, this is not applicable for the award of classes like, second/first class/ distinction to the students.

Further, there shall not be any provision for Rank and gold medal for the certificate and diploma candidates in the exit option.

6.10: Makeup Examination.

a) There shall be no immediate makeup examination for all semesters to the courses where candidate failed to score minimum 40% for semester end examination unless specified otherwise as in (c).

b) However, such candidate shall appear for examination during the regular schedule of examination conducted by the University.

c) There shall be a makeup examination for the V and VI semesters (6 semesters Programme) or VII and VIII semesters (8 semesters Programme) immediately after declaring the final semester results of the programme.

7. Provision for improvement of the marks (Grade Point)

Improvement of the marks (Grade Point): There shall be a provision for candidates to reappear for the examination for the concerned course of theory papers only (subject) in which candidate wishes for improvement of his/ her grade point of SGPA in general and CGPA in total of the programme subject to the condition that:

i. The candidate shall be eligible to reappear for improvement of grade points only after successfully passing the programme.

ii. The candidate may opt for the examination for any number of courses (subject / paper) of the programme for improvement of grade point but not more than three times for each course (subject / paper) as per the prevailing syllabus of the examination conducted in the regular schedule of University examinations.

iii. All such provisions are there within 04 years from successful completion of the programme, but not exceeding the period of 08 years of the duration of completion of the programme.

iv. In all such cases grade points are considered if there is a progress in such improvements, otherwise original grade points shall be retained.

v. No such candidates shall be eligible for the award of Rank, Gold Medal, Cash Prize, etc.

8. Duration for completion of the BBA Programme

There is no minimum duration for completion of the Programme. However, the candidate has to write the examination based on existing syllabi at the time of appearing for examination.

9. REPEAL AND SAVINGS FOR UG PROGRAMMES

All the existing Regulations governing various three / four years Bachelor degree programmes in the disciplines of Arts, Social Sciences, Science, Commerce and Management under semester and non semester schemes or any ordinances or regulations or guidelines issued or adopted earlier by the University in this matter for constituent and affiliated colleges of Karnatak University are hereby repealed. However, the above Regulations shall continue to be in force for the students who have been admitted to the degree programmes concerned before the enforcement of these new regulations.

Provided that the said repeal shall not affect the previous operation of the said regulations / ordinances or anything duly done or suffered there under or affect any right, liability or obligation acquired, accrued, or incurred under the said regulations.

10. Removal of Difficulties:

If any difficulty arises in giving effect to the provisions of these regulations, the Vice-Chancellor may, by order, make such provisions not inconsistent with the Act, Statutes, Ordinances, or other Regulations, as appears to be necessary or expedient to remove the difficulty. Every order made under this rule shall be subject to ratification by the Appropriate University Authorities.

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Annexure: 1: B.B.A./B.C.A./B.P.A.(Music)/B.S.W./ B.V.A./B.Sc.(Pulp & paper) / B.Sc.(H.M)/B.A.S.L.P. / B.T.T.M/ and any other Programmes

Semester	Discipline Specific Core Courses (DSCC)			Elective Courses — Discipline Specific Elective (DSE) / Open Elective Course(OEC)			Ability Enhancement Course — Skill Enhancement Course — Skill Based			Ability Enhancement Course — Skill Enhancement Course — Value Based			Ability Enhancement Compulsory Course (AECC)			Total Credits
	Core Course	L+T+P	**Credit**	Course	L+T+P	**Credit**	Course	L+T+P	**Credit**	Course	L+T+P	**Credit**	Course	Instruction Hrs	**Credit**	
I	DSCC- 1	3+1+0	3+1=4	OEC-1	3+0+0	3+0=3	**SEC-1:**	1+0+2	1+1=2	Health and Wellness + Yoga/Sports	0+0+2 + 0+0+2	0+1=1 + 0+1=1	**Kannada-1**	4	3+0=3	25
	DSCC- 2	3+1+0	3+1=4										**MIL/MEL-1**	4	3+0=3	
	DSCC- 3	3+1+0	3+1=4													
II	DSCC- 4	3+1+0	3+1=4	OEC-2	3+0+0	3+0=3				NCC/NSS/ R&R(S&G) / Cultural + Sports /Yoga	0+0+2 + 0+0+2	0+1=1 + 0+1=1	**Kannada-2**	4	3+0=3	25
	DSCC- 5	3+1+0 3+1+0	3+1=4 3+1=4										**MIL/MEL-2**	4	3+0=3	
													Environmental study	2	2+0=2	
	DSCC- 6	3+1+0	3+1=4													
	Exit option with Certificate (50 credits)															
III	DSCC- 7	3+1+0	3+1=4	OEC-3	3+0+0	3+0=3	**SEC-2:**	1+0+2	1+1=2	NCC/NSS/ R&R(S&G) / Cultural + Sports	0+0+2 + 0+0+2	0+1=1 + 0+1=1	**Kannada-3**	4	3+0=3	25
	DSCC- 8	3+1+0	3+1=4										**MIL/MEL-3**	4	3+0=3	
	DSCC- 9	3+1+0	3+1=4										-----			
IV	DSCC- 10	3+1+0	3+1=4	OEC-4	3+0+0	3+0=3				NCC/NSS/ R&R(S&G) / Cultural + Sports	0+0+2 + 0+0+2	0+1=1 + 0+1=1	**Kannada-4**	4	3+0=3	25
	DSCC- 11	3+1+0	3+1=4										**MIL/MEL-4**	4	3+0=3	
	DSCC- 12	3+1+0	3+1=4										Indian Constitution	2	2+0=2	
	Exit option with Diploma (100 credits)															
V	DSCC- 13	3+1+0	3+1=4	DSE 1	3+0+0	3	**SEC-3**	1+0+2	1+1=2	NCC/NSS/ R&R(S&G) / Cultural + Sports	0+0+2 + 0+0+2	0+1=1 + 0+1=1				22
	DSCC- 14	3+1+0	3+1=4													
	DSCC- 15	3+1+0	3+1=4	Vocl-1	3+0+0	3										

Sem	Course	L+T+P	Credits	Course	L+T+P	Cr	SEC			NCC/NSS/R&R(S&G)/Cultural + Sports						Total
VI	DSCC- 16	3+1+0	3+1=4	DSE 2	3+0+0	3	SEC-4:	2+0+2	2+0=2	NCC/NSS/ R&R(S&G) / Cultural + Sports	0+0+2 + 0+0+2	0+1=1 + 0+1=1				24
	DSCC- 17	3+1+0	3+1=4	Voc-2	3+0+0	3										
	DSCC- 18	3+1+0	3+1=4	*Internship	2+0+0	2										
	Exit option with Bachelor of Business Management, Computer Applications Degree, etc (146 credits)															
VII	DSCC- 19	3+1+0	3+1=4	DSE 3	3+0+0	3										22
	DSCC- 20	3+1+0	3+1=4	Vocational-3	3+0+0	3										
	DSCC- 21	3+1+0	3+1=4	Res. Methodology	4+0+0	4										
VIII	DSCC- 22	3+1+0	3+1=4	DSE 4	3+0+0	3										20
	DSCC- 23	3+1+0	3+1=4	Vocl-4	3+0+0	3										
				Research Project**		6										
	Award of Bachelor of Business Management (Hons), Computer Applications (Hons) degree, etc. in a discipline (188 credits)															188
	**In lieu of the research Project, two additional elective papers/ Internship may be offered.															

L+T+P= Lecturing in Theory + Tutorial + Practical Hours per Week (no tutorial for practical course). **For Voc., refer annexure -6**

* Each DSE shall have at least two papers and student shall choose any one paper from each DSE.

*Core Courses as DSCC may have Practicals also and under such condition, No. of DSCC may be altered without changing the total credits in the given semesters

Note: 1. Each DSCC/ DSE /OEC shall have 42-56 hrs syllabus / semester for 100 marks in theory (**60 Sem. End exam +40 IA Exam**) and 52 hrs practical/semester for 50 marks(**25 Sem. End exam +25 IA   Exam**).

2. Kannada and MEL /MIL shall have 42 hrs syllabus / semester for 100 marks in theory (**60 Sem. End exam. +40 IA Exam**).

3. Environmental Study /Constitution of India shall have 25-30 hrs syllabus / semester for 50 marks in theory (**30 Sem. End exams +20 IA Exam**).

4. SEC shall have 25-30 hrs syllabus / semester for 50 marks in Practical + Theory.

* in lieu of internship, 01 additional SEC/ Course based Activities may be offered

Annexure-2.
List of MIL and MEL for all Programmes

1. Hindi   -   MIL
2. Sanskrit   -   MIL
3. Marathi   -   MIL
4. Prakrit -   MIL
5. Urdu   -   MIL
6. Persian   -   MIL
7. Arabic   -   MIL
8. English   -   MEL
9. German   -   MEL
10. Russian   -   MEL
11. French   -   MEL
12. Any other MIL/MEL as decided by the BOS from time to time.

Annexure-3. SKILL ENHANCEMENT COURSES FOR ALL THE PROGRAMMES

A) Value Based Course and Evaluation: (1+1) x 6 = 12 Credits in the Programme

A student shall opt any two of the following activities offered in the college in each of the first to sixth semester of the undergraduate programmes. The activity carries two credits each semester and will be internally assessed for 50 marks by the staff like NCC Officer/ NSS Officer / Physical Education Teacher / Librarian / Teacher shouldering the responsibility of activities. The concerned staff shall submit the marks to the University during submission of internal assessment marks.

Activity based courses for semesters 1 to 6 for all degree programmes

a. Activities related to Yoga

b. Health & Wellness (Physical exercises including warming-up and relaxation techniques)

c. Indoor/ Outdoor Sports and Games

d. N.S.S. / N.C.C / R&R (S&G)

e. Field studies

f. Computer assisted/web-based learning and e-library skills

g. Leadership Qualities and Organisational Skills

h. Innovative compositions and creations in Music, Performing Arts, Fine arts, and visual arts etc.

i. Involvement in popularization programmes such as scientific temper

j. Publication of articles in news papers, magazines or other publications

k. Activity exploring different aspects of Indian civilizations

l. Community work such as promotion of values of National Integration, Environment, Human rights and duties, Peace, Civic Sense, Social responsibility, etc

m. Evolution of study groups/seminar circles on Indian thoughts and ideas

n. Involvement in campus publication

o. A Small project work concerning the achievements of India in different fields

p. Other Activities such as Cultural Activities etc as prescribed by the University.

Evaluation of Value Based Activities shall be as per the procedure evolved by the University from time to time.

(B) Skill Based

Student shall study any skill course / trade from National Skill Qualification Frame work (NSQF) for level - 5, 6 and 7 for first, second and third year of the BBA. Programme respectively or one in each semester as prescribed by the concerned **faculties** and approved by the Academic Council.

Sem.	BBA programmes
I	Equivalent to Level-5 Digital Fluency / SEC-1 of any one core course(optional) selected
III	Equivalent to Level-6 Artificial Intelligence / SEC-2 of the same core course selected already as above
V	Equivalent to Level-7 Cyber Security / SEC-3 of the same core course selected already as above
VI	Equivalent to Level-7 Societal communication / SEC-4 of the same core course selected already as above

* The student shall continue the same SEC (either NSQF or core course based) for all above semesters.

Skill Based Activities shall be evaluated as per the procedure similar to Core Courses as practicals but not as theory.

Annexure- 4*:*

Nomenclature of the certificate, diploma, and degrees in different programmes

*Certificate(1Year)	*Diploma(2-Year)	3 -Year Degree	4- Year Degree
U.G. Certificate course in Management	U.G. Diploma in Management	B.B.A.	B.B.A.(Honors)

* Specified subject shall be mentioned as per the content introduced in the course for certificate and diploma.

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SYLLABUS OF

Bachelor of Business Administration(BBA)

SYLLABUS OF
<u>Bachelor of Business Administration</u>

1. Programme Objectives:

The objectives of BBA Programme are:

- To impart knowledge of the fundamentals of Management theory and its application in problem solving.

- Select and apply appropriate tools for decision making required for solving complex managerial problems.

- To develop problem-solving skills through experiential learning and innovative pedagogy to ensure utilization of knowledge in professional careers.

- To develop sound knowledge of the entrepreneurial process and inculcate creativity and innovation among students.

- To produce industry ready graduates have highest regard for Personal & Institutional Integrity, Social Responsibility, Teamwork and Continuous Learning.

- To develop a positive attitude and life skills to become a multi faceted personality with a sense of environmental consciousness and ethical values.

2. Programme Outcomes (PO)

On successfully completing the program the student will be able to:

PO1. Understand concepts and principles of management/business; identify the opportunities in the corporate environment and manage the challenges

PO2. Demonstrate the knowledge of management science to solve complex corporate problems using limited resources. Display enhanced personality and soft skills

PO3. Function effectively as a Manager, and as an individual member in diverse teams, and in multidisciplinary settings in the areas of marketing, finance, HR, etc

PO4. Demonstrate entrepreneurial competencies by identifying business opportunities, design and implement innovations in the workspace.

PO5. Exhibit managerial skills in the areas of

PO6. Possess a sturdy foundation for higher education

3.   Program Specific Outcomes (PSO) :

On the successful completion of B.B.A., the students will be able to :

PSO1 : Acquire Practical learning through summer internship, industrial visit and

Business Plan etc.

PSO2 : Demonstrate analytical and problem-solving skills through specialization in Finance,

Human Recourse, and Marketing to solve the business issues.

PSO3 : Understand and develop the new dimensions of knowledge through open electives to

cater the need of the industry.

PSO4 : Demonstrate the ability to create business plans

PSO5 : Acquire the ability to work in groups through Group Discussions and Role plays

4. Structure of BBA Syllabus

			First Semester BBA Honors					
Course Code	**Title of the Course**	**Category of Courses**	**Teaching Hours per Week (L + T +P)**	**SEE**	**CIE**	**Total Marks**	**Credits**
Lang.1.1	Language - I	AECC	3+1+0	60	40	100	3
Lang.1.2	Language – II	AECC	3+1+0	60	40	100	3
BBA 1.3	Management Principles & Practice	DSCC	4+0+0	60	40	100	4
BBA.1.4	Fundamentals of Business Accounting	DSCC	4+0+0	60	40	100	4
BBA.1.5	Marketing Management	DSCC	4+0+0	60	40	100	4
BBA.1.6	Digital Fluency OR Communication Skills	SEC	1+0+2	30	20	50	2
BBA.1.7	Office Organization & Management **OR** Business Organization	OEC*	3+0+0	60	40	100	3
BBA 1.8	Health and Wellness + Physical Education & Yoga	SEC-VB	0+0+4	--	50	50	2
	Total			**435**	**265**	**700**	**25**
			Second Semester BBA Honors					
Lang.2.1	Language – I	AECC	3+1+0	60	40	100	3
Lang.2.2	Language – II	AECC	3+1+0	60	40	100	3
BBA.2.3	Financial Accounting & Reporting	DSCC	4+0+0	60	40	100	4
BBA.2.4	Human Resource Management	DSCC	4+0+0	60	40	100	4
BBA.2.5	Business Environment	DSCC	4+0+0	60	40	100	4
BBA.2.6	Environmental Studies	AECC	2+0+0	30	20	50	2
BBA.2.7	People Management **OR** Retail Management	OEC*	3+0+0	60	40	100	3
BBA.2.8	Health Wellness/ Social & Emotional Learning	SEC-VB	0+0+4	-	50	50	2
	Total			**435**	**250**	**700**	**25**

* The student can opt any one OEC in the given semester, other than his / her DSCC across the disciplines including OEC offered by Management discipline (i.e. BBA 1.7 and 2.7 respectively)**.**

Acronyms Expanded:

AECC	:	Ability Enhancement Compulsory Course
DSCC	:	Discipline Specific Core Course
SEC	:	Skill Enhancement Course-
SB/VB	:	Skill Based/Value Based
OEC	:	Open Elective Course
DSE	:	Discipline Specific Elective
SEE	:	Semester End Examination
CIE	:	Continuous Internal Evaluation
L+T+P	:	Lecture+Tutorial+Practical(s)

5. Pedagogy :

In addition to Conventional Time-Tested Lecture Method, the following approaches may be adopted as and when found appropriate and required:

1. **Case Based Learning:** Practical exposure can be given to students through Case based learning/critical learning tool. It enhances skills of students in analyzing the organizational problems and learning to arrive at critical decisions. They learn to apply concepts, principles and analytical skills to solve the real situation problems.

2. **Experiential/Live Projects/Grass Root Projects**: To bridge the gulf between the theory and practice, the students have to be encouraged to take up experiential projects/Live Projects/Grass Root Projects in companies/organizations/factories.

3. **Team Spirit and Building:** To internalize the core curriculum, working in teams and developing team spirit is essential. Interdisciplinary learning across outside the faculty would help students in equipping with these skills.

4. **ICT teaching with global touch:** With the use of modern ICT technology students' learning in class room marches towards digitization. Getting connected to people through e-mode who are located all over the world and who bring real-time insights from their industries, their customers, happenings in their local place and environment.

5. **Leadership Building:** Apart from developing a strong background in the functional areas of Commerce and Business, the Model Curriculum focuses on developing New Age Leadership capabilities among the students.

6. **Emphasis on Indian Business Models:** Over the past two decades, several Indian Business domains and organizations have made remarkable contribution in developing innovative business models by occupying a space in the global business scenario. The academia can make use of such examples in the pedagogy.

6. Suggestive Guidelines for Continuous Internal Evaluation and Semester End Examination

The CIE and SEE will carry 30% and 70% weightage each, to enable the course to be evaluated for a total of 100 marks, irrespective of its credits. The evaluation system of the course is comprehensive & continuous during the entire period of the Semester. For a course, the CIE and SEE evaluation will be on the following parameters:

Sl.No.	Parameters for the Evaluation	Marks
1. Continuous Internal Evaluation (CIE)		
A.	Continuous & Comprehensive Evaluation (CCE)	20 Marks
B.	Internal Assessment Tests (IAT)	20 Marks
	Total of CIE (A+B)	40 Marks
2. Semester End Examination (SEE)		
C.	Semester End Examination (SEE)	60 Marks
	Total of CIE and SEE (A + B + C)	**100 Marks**

a. **Continuous & Comprehensive Evaluation (CCE):** The CCE will carry a maximum of 20% weightage (20 marks) of total marks of a course. Before the start of the academic session in each semester, a faculty member should choose for his/her course, minimum of four of the following assessment methods with five (2.5) marks each:

      i. Individual Assignments

      ii. Seminars/Class Room Presentations/ Quizzes

      iii. Group Discussions /Class Discussion/ Group Assignments

      iv. Case studies/Case lets

      v. Participatory & Industry-Integrated Learning/ Filed visits

      vi. Practical activities / Problem Solving Exercises

      vii. Participation in Seminars/ Academic Events/Symposia, etc.

      viii. Mini Projects/Capstone Projects

      ix. Any other academic activity

b. **Internal Assessment Tests (IAT):** The IAT will carry a maximum of 20% weightage (20 marks) of total marks of a course, under this component, two tests will have to be conducted in a semester for 25 marks each and the same is to be scaled down to 10 marks each. Standard format is given below.

c. In case of 50 percentage of CIE weightage courses, faculty members can choose assessments methods accordingly for the required marks as mentioned above.

7. Suggestive Format for Internal Assessment Test

Internal Assessment Test Bachelor of Business Administration (BBA.)
Course Code: Name of the Course:

Duration: 1 Hour   **Total Marks: 20**
SECTION-A
I. Answer any two of the following questions. Questions are asked on Remembering.   **(2 x 2= 4)**
1.
2.
3.

SECTION- B
II. Answer any two of the following questions. Questions are asked on Understanding and Applying.   **(2 x 4= 8)**
4.
5.
6.

SECTION- C
III. Answer any one of the following questions. Questions are asked on analyzing and evaluating.   (1x 8 =8)
7.
8.
Note: Internal Test question papers format is prepared based on Revised Bloom's Taxonomy**.**

8. Semester End Examination (SEE):

The Semester End Examination for all the courses for which students who get registered during the semester shall be conducted. SEE of the course shall be conducted after fulfilling the minimum attendance requirement as per the Universities/Institutes' norms.

7.1 Question paper pattern for Semester End Examination (SEE)

Course Code: Name of the Course:

Duration: 3 Hour   **Total Marks:60**

SECTION-A
I. Answer any five out of seven of the following questions. Each question carry two marks.

.   **(5 x 2= 10)**
1.
2.
3.
4.
5.
6.
7.

SECTION- B
II. Answer any four out of five of the following questions. Each question carries five marks.
`   **(4 x5= 20)**
8.
9.
10.
11.
12.

SECTION- C
III. Answer any two out of three of the following questions. Each question carries ten marks
                                                                   (2x 10=20)
13.
14.
15.

SECTION- D (Compulsory)
IV. Solve the following case study.
                                                                   (1x 10=10)
16.

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BBA FIRST SEMESTER

BBA 1.3 - Management Principles and Practice	
Course Credits : 04	Total Contact Hours : 60
Continuous Internal Assessment Marks : 40	Semester End Examination Marks : 60

Course Outcomes(COs): On successful completion of the course, the Students will demonstrate

- The ability to understand concepts of business management, principles and function of management.
- The ability to explain the process of planning and decision making.
- The ability to create organization structures based on authority, task and responsibilities.
- The ability to explain the principles of direction, importance of communication, barrier of communication, motivation theories and leadership styles.
- The ability to understand the requirement of good control system and control techniques.

Syllabus	Hours
Module – 1: Introduction to Management Introduction –Meaning, Evolution of management thought, Pre-Scientific Management Era, Classical Management Era, Neo-Classical Management Era, Modern Management Era; Nature and Characteristics of Management - Scope and Functional areas of Management; Management as a Science, Art or Profession; Management and Administration; Principles of Management.	10
Module – 2: Planning and Decision Making Nature, Importance and Purpose of Planning - Planning Process; Objectives; Types of plans (Meaning only); Decision making- Importance and steps; MBO and MBE (Meaning only)	08
Module – 3: Organising and staffing : Nature and purpose of Organization; Principles of Organizing; Delegation of Authority; Types of Organization - Departmentation, Committees; Centralization vs Decentralization of Authority and Responsibility, Span of Control; Nature and importance of Staffing	12
Module – 4: Directing & Communicating: Meaning and Nature of Direction, Principles of Direction; Communication - Meaning and Importance, Communication Process, Barriers to Communication, Steps to overcome Communication Barriers, Types of Communication; Motivation theories – Maslow's Need Hierarchy Theory, Herzberg's Two Factor Theory, Mc.Gregor's X and Y theory. Leadership – Meaning, Formal and Informal Leadership, Characteristics of Leadership; Leadership Styles – Autocratic Style, Democratic Style, Participative Style, Laissez Faire Leadership Styles, Transition Leadership, Charismatic Leadership Style.	12
Module – 5: Co-ordinating and Controlling: Coordination–Meaning, Importance and Principles. Controlling-Meaning and steps in controlling, Essentials of Effective Control system, Techniques of Control (in brief).	10

Module – 6: . Buisiness Social Responsibility and Managerial Ethics, Business Social Responsibility - Meaning, Arguments for and against Business Social Responsibility; Green management - Meaning, Green Management Actions; Managerial Ethics – Meaning - Importance of Ethics in Business, Factors that determine Ethical or Unethical behavior.	04

Skill Developments Activities:
      1. Two cases on the above syllabus should be analyzed by the teacher in the classroom and the same needs to be recorded by the student in the Skill Development Book.
      2. Draft different types of Organization structure.
      3. Draft Control charts.

Text Books:
1. Stephen P. Robbins, Management, Pearson
2. Koontz and O‟Donnell, Management, McGraw Hill.
3. L M Prasad, Principles of management, Sultan Chand and Sons
4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25
5. Appanniah and Reddy, Management, HPH.
6. T. Ramaswamy : Principles of Management, HPH.
Note: Latest edition of text books may be used.

BBA 1.2 - Fundamentals of Business Accounting			
Course Credits	: 04	Total Contact Hours	: 60
Internal Assessment Marks	: 40	Semester End Examination Marks	: 60

Course Outcomes (COs): On successful completion of the course, the Students will demonstrate

    a) An Understanding the framework of accounting as well accounting standards.

    b) The Ability to pass journal entries and prepare ledger accounts

    c) The Ability to prepare subsidiaries books

    d) The Ability to prepare trial balance and final accounts of proprietary concern.

    e) The ability to construct final accounts through application of tally.

Syllabus	Hours
Module-1: Introduction To Financial Accounting Meaning, Definition and Objectives of Accounting, Functions of Accounting, Users of Accounting Information, Accounting terms, Accounting Principles – Accounting Concepts and Accounting Conventions, Accounting Standards –List of Indian Accounting Standards	08
Module- 2 : Accounting Process : Meaning of Double entry system – Process of Accounting – Kinds of Accounts – Rules - Transaction Analysis – Journal – Ledger – Balancing of Accounts – Trial Balance – Problems on Journal, Ledger Posting and Preparation of Trial Balance.	12
Module- 3 : Subsidiary Books : Meaning – Significance – Types of Subsidiary Books –Preparation of Purchases Book, Sales Book, Purchase Returns Book, Sales Return Book, Bills Receivable Book, Bills Payable Book. Types of Cash Book- Simple Cash Book , Double Column Cash Book , Three Column Cash Book and Petty Cash Book(Problems only on Three Column Cash Book and Petty Cash Book), Bank Reconciliation Statement – Preparation of Bank Reconciliation Statement (Problems on BRS)	**14**
Module-4: Final Accounts Of Proprietary Concern: Preparation of Statement of Profit and Loss and Balance Sheet of a proprietary concern with special adjustments like depreciation, outstanding and prepaid expenses, outstanding and received in advance of incomes, provision for doubtful debts, drawings and interest on capital.	10
Module-5: Accounting Software : Introduction-meaning of accounting software, types accounting software-accounting software Tally-Meaning of Tally software – Features – Advantages, Creating a New Company, Basic Currency information, other information, Company features and Inventory features.	**12**

Configuring Tally - General Configuration, Numerical symbols, accounts/inventory info – master configuration -voucher entry configuration. Working in Tally: Groups, Ledgers, writing voucher, different types of voucher, voucher entry Problem on Voucher entry - Generating Basic Reports in Tally-Trail Balance, Accounts books, Cash Book, Bank Books, Ledger Accounts, Group Summary, Sales Register and Purchase Register, Journal Register, Statement of Accounts, and Balance Sheet.

Skill Developments Activities:
1. List out the accounting concepts and conventions.
2. Prepare a Bank Reconciliation Statement with imaginary figures
3. Collect the financial statement of a proprietary concern and record it.
4. Prepare a financial statement of an imaginary company using tally software.

Text Books:
1. Hanif and Mukherjee, Financial Accounting, Mc Graw Hill Publishers
2. Arulanandam & Raman; Advanced Accountancy, Himalaya Publishing House
3. S.Anil Kumar,V.Rajesh Kumar and B.Mariyappa–Fundamentals of Accounting,
4. Himalaya Publishing House.
5. Dr. S.N. Maheswari, Financial Accounting, Vikas Publication
6. S P Jain and K. L. Narang, Financial Accounting, Kalyani Publication
7. Radhaswamy and R.L. Gupta, Advanced Accounting , Sultan Chand
8. M.C. Shukla and Goyel, Advaced Accounting , S Chand.

Note: Latest edition of text books may be used.

BBA 1.5 - Marketing Management			
Course Credits	: 04	Total Contact Hours	: 60
Internal Assessment Marks	: 40	Semester End Examination Marks	: 60

Course Outcomes (COs): On successful completion of the course, the Students will be able to

   a) Understand the concepts and functions of marketing.
   b) Analyse marketing environment impacting the business.
   c) Segment the market and understand the consumer behaviour
   d) Describe the 4 p's of marketing and also strategize marketing mix
   e) Describe 7 p's of service marketing mix.

Syllabus	Hours
Module – 1: INTRODUCTION TO MARKETING Meaning and Definition, Concepts of Marketing, Approaches to Marketing, Functions of Marketing. **Recent trends in Marketing**-E- business, Tele-marketing, M-Business, Green Marketing, Relationship Marketing, Concept Marketing, Digital Marketing, social media marketing and E-tailing (Meaning only).	10
Module 2: MARKETING ENVIRONMENT. **Micro Environment** – The company, suppliers, marketing intermediaries competitors, public and customers; **Macro Environment**- Demographic, Economic, Natural, Technological, Political, Legal, Socio-Cultural Environment.	10
Module 3: MARKET SEGMENTATION AND CONSUMER BEHAVIOUR Meaning and Definition, Bases of Market Segmentation, Requisites of Sound Market Segmentation; Consumer Behavior-Factors influencing Consumer Behavior; Buying Decision Process..	10
Module 4: MARKETING MIX Meaning, Elements of Marketing Mix (Four P's) – Product, Price, Place, Promotion. Product-Product Mix, Product Line, Product Lifecycle, New Product Development, Reasons for Failure of New Product, Branding, Packing and Packaging, Labeling, Pricing – Objectives, Factors influencing Pricing Policy, Methods of Pricing; Physical Distribution–Meaning, Factors affecting Channel Selection, Types of Marketing Channels. Promotion – Meaning and Significance of Promotion, Personal Selling and Advertising (Meaning Only)	20
Module 5 : SERVICES MARKETING Meaning and definition of services, difference between goods and services, features of services, seven P's of services marketing (concepts only).	06

Skill Developments Activities:

1. Two cases on the above syllabus should be analyzed and recorded in the skill development

2. Design a logo and tagline for a product of your choice

3. Develop an advertisement copy for a product.

4. Prepare a chart for distribution network for different products.

Text Books:

1. Philip Kotler, Marketing Management, Prentice Hall.

2. Lovelock Christopher, Services Marketing: People, Technology, Strategy, PHI

3. William J. Stanton, Michael J.Etzel, Bruce J Walker, Fundamentals of Marketing, McGraw Hill Education.

4. Bose Biplab, Marketing Management, Himalaya Publishers.

5. J.C. Gandhi, Marketing Management, Tata McGraw Hill.

6. Ramesh and Jayanti Prasad: Marketing Management, I.K. International

7. Sontakki, Marketing Management, Kalyani Publishers.

8. P N Reddy and Appanniah, Marketing Management

Note: Latest edition of text books may be used.

BBA 1.6 - Digital Fluency (SEC)			
Course Credits	: 02	Total Contact Hours	: 30
Internal Assessment Marks	: 20	Semester End Examination Marks	: 30

Common Syllabus for all UG programmes

Note : The detailed syllabus can be adopted from any of the NSDC's Sector Skill Council recommended skill development NSQF level 5 courses on Digital Literacy (e.g National Institute of Electronics and Information Technology (NIELIT))

OR

In lieu of 'Digital Fluency', the Institutes can offer an alternative Skill Enhancement Course(SEC), from the management discipline such as Communication Skills, Professional skills, Leadership and Management Skills, Event Management skills etc., which are of 'NSQF level 5' in the first year.

BBA 1.6- Communication Skills (SEC) (In lieu of Digital Fluency)		
Course Credits : 02	Total Contact Hours :30	
Internal Assessment Marks : 20	Semester End Examination Marks :30	

Course Outcomes (Cos): On successful completion of the course, the Students will be able to
1. Identify common communication problems that may be holding learners back
2. Identify what their non-verbal messages are communicating to others
3. Understand role of communication in teaching-learning process
4. Learning to communicate through the digital media
5. Understand the importance of empathetic listening
6. Explore communication beyond language.

Module 1: Self analysis, Attitude & Creativity: SWOT Analysis, who am I, Attributes, Importance of Self Confidence, Self Esteem. Factors influencing Attitude, Challenges and lessons from Attitude, Etiquette, Out of box thinking, Lateral Thinking	6
Module 2: Speaking: Pronunciation, Enunciation , Vocabulary, and Fluency, Common Errors. Group Discussion-Nature and importance of GD , Methodology, &Guidelines. Different skill stet required for GD, Recruitment process &group discussion. Debating effectively Difference between Group Discussion and Debate.	6
Module 3: Reading and Writing Techniques of effective reading, Gathering ideas and information from a given text, Evaluating these ideas and information Interpreting the text - understanding the text, to understand what a text does, to understand what a text means, Different modes of Writing –Letters writng, E-mails, Reports, Proposals, Proceedings of Meetings.	6
Module 4: Presentation & Public speaking Understanding meeting and conference, purpose and traits of a seminar or presentation, personality traits enhancement for public speaking(inner and outer traits), do's and don'ts. INTERVIEWS: Types &Styles of Interview, Fundamentals of Facing Interviews, Tips for attendigng interview, Different rounds of interview.	7

Module 5: Non-verbal communication Meaning of non-verbal communication, Introduction to modes of non-verbal, Communication, Breaking the misbeliefs, Open and Closed Body language , Eye Contact and Facial Expression, Hand Gestures, Do's and Don'ts, Learning from experts	5

Text Books:

1. SOFT SKILLS, 2015, Career Development Centre, Green Pearl Publications .
2. Rizvi, M.Ashraf. Effective Technical Communication, New Delhi: Tata McGraw Hill, 2007.
3. Sen Madhucchanda (2010), *An Introduction to Critical Thinking*, Pearson, Delhi
4. Silvia P. J. (2007), *How to Read a Lot*, American Psychological Association, Washington DC

Note: Latest edition of text books may be used.

BBA 1.7 - Business Organization (OEC)	
Course Credits : 03	Total Contact Hours : 45
Internal Assessment Marks : 40	Semester End Examination Marks : 60

Course Outcomes(COs): On successful completion of the course, the Students will demonstrate:

    a) An understanding of the nature, objectives and social responsibilities of business

    b) An ability to describe the different forms of organisations

    c) An understanding of the basic concepts of management

    d) An understanding of functions of management.

    e) An understanding of different types of business combinations

Syllabus	Hours
Module 1: INTRODUCTION TO BUSINESS **Business:** Meaning, Nature**,** Scope and Social responsibility of Business, Objectives, Essentials of successful business; Functional areas of business. Concept of Business Organisation.	10
Module 2: FORMS OF BUSINESS ORGANIZATION: Sole proprietorship: Definitions, Features, Merits and Demerits. Partnership: Definitions, partnership deed, Features, Merits and Demerits. Joint Stock Company: Definitions, Features, Merits and Demerits. Co-operatives: Definitions, Features, Merits and Demerits..	12
Module 3: PUBLIC ENTERPRISES Departmental Undertaking: Definitions, Features, Merits and Demerits. Public Corporations: Definitions, Features, Merits and Demerits. Government Companies: Definitions, Features, Merits and Demerits	8
Module 4: BUSINESS COMBINATIONS Meaning Definitions, Causes, Types, Forms, merits and demerits of Business Combinations, Recent Trends in Business Combinations	8
Module 5: MANAGEMENT OF ORGANIZATIONS Management- Meaning, Definitions, Difference between Management and Administration, Levels of Management, Objectives of Management, Functions of management- planning, organizing, staffing, directing, coordinating, controlling, Principles of Management.	7

Skill Developments Activities:
    1. Preparation of partnership deed
    2. Draw a business tree
    3. Make a list of 10 PSUs
    4. Prepare a list of different types of business combinations
Text Books:
    1. C B. Guptha - Business Organisation and Management, Sultan Chand & Sons.
    2. Dr. S. C. Saxena - Business Administration & Management, Sahitya Bhawan.	

BBA 1.7 - Office Organization and Management (OEC)	
Course Credits : 03	Total Contact Hours : 45
Internal Assessment Marks : 40	Semester End Examination Marks : 60

Course Outcomes(COs): On successful completion of the course, the Students will demonstrate

     a) An understanding of basic knowledge of office organisation and management

     b) Demonstrate skills in effective office organisation

     c) Ability to maintain office records

     d) Ability to maintain digital record.

     e) Understanding of different types of organisation structures and responsibilities as future office managers.

Syllabus	Hours
Module – 1 FUNDAMENTALS OF OFFICE MANAGEMENT **Introduction:** Meaning, importance and functions of modern office **Modern Office Organisation**: Meaning; Steps in office organisation; Principles of Office organisation, Organisation structure types, **Nature of office services**: Types of services in a modern office, decentralisation and centralisation of office services, Departmentation of Office **Office management**: Meaning, Elements and major processes of Office management **Office Manager:** Functions and qualifications of Office manager	08
Module 2: ADMINISTRATIVE ARRANGEMENT AND FACILITIES: **Office Accommodation and its Importance:** Location of Office, Choice of Location: Urban vs Suburban, Factors to be Considered in Selecting the Site, Securing Office Space, **Office Lay-out**: Objectives of Office Lay-out, Principles of Office Lay-out, Steps in Lay-out Planning, Advantages of a Good Lay-out. **Types of offices**: Open Office and Private Office- advantages and disadvantages.	07
Module 3: OFFICE ENVIRONMENT **Meaning and Components of Office Environment** **Interior Decoration**: Colour Conditioning, Floor Coverings, Furnishings, **Furniture and Fixtures:** Types of Furniture, Choice between Wooden and Steel Furniture, Principles Governing Selection of Furniture **Lighting** and Ventilation, **Noise:** Internal Noise, External Noise , **Cleanliness, Sanitation and Health** **Safety and Security**	10
Introduction to records: Importance of Records, types of office records, **Records Management:** Meaning, Principles of Record Keeping, Functions of 'Records	10

Management **Filing:** Elements of Filing and Filing Functions, Objectives and Importance of Filing, Advantages of Filing, Essentials of a Good Filing System, Classification of Files, Filing Procedure or Routine. **Filing Methods:** Horizontal Filing -meaning, types and advantages, Vertical Filing-meaning, equipment used, advantage and disadvantages. **Centralisation and Decentralisation of Filing**- Centralised filing and Decentralised Filing **Office manual**: contents, Importance, types of office manuals. **Indexing:** Meaning, importance, advantages and essentials of good indexing, type of index **Retention and disposal of files**: Meaning and benefits of record retention, need for disposal of files, life-cycle stages of files.	
Module 5: OFFICE MECHANISATION AND DATA PROCESSING **Meaning, Importance and Objectives of Office Mechanisation,** Advantages and disadvantages of Office Mechanisation, Factors Determining Office Mechanisation **Kinds of Office Machines:** Duplicating Machines and Photocopying Machines, Accounting, tabulating and computing machines, communication machines **Introduction to Data and Information:** Distinction between Data and Information, Importance of Data and Information, Classification of Data, Classification of Information, Data Lifecycle (chart), **Data Collection Methods-** Primary and secondary data collection methods **Data presentation** Methods of Presentation of Data **Data processing using computers**: Components of Computers, Input and Output Devices, Software used in Computers (names and uses only), Computer Applications in Office' Management, Advantages and Limitations of Computerisation	**10**

Skill Developments Activities:
1. Visit an office and enlist the different types of machines used in the office
2. Identify the different types of stationery used in offices today
3. Draw a data life cycle chart
4. Draw charts indicating different types of office layouts.

Text Books:
1. S.P Arora, Office Organisation and Management, Vikas Publishing House Pvt Ltd
2. M.E Thakuram Rao, Office organisation and Management, Atlantic
3. Judith Read, Mary Lea Ginn, Record Management, 10th Edition, Cengage Learning.

Note: Latest edition of text books may be used.

BBA SECOND SEMESTER

BBA 2.3 –Financial Accounting and Reporting

Course Credits	: 04	Total Contact Hours	: 60
Internal Assessment Marks	: 40	Semester End Examination Marks	: 60

Course Outcomes(COs): On successful completion of the course, the Students will demonstrate
a) The ability to prepare final accounts of partnership firms
b) The ability to understand the process of public issue of shares and accounting for the same
c) The ability to prepare final accounts of joint stock companies.
d) The ability to prepare and evaluate vertical and horizontal analysis of financial statements
e) The ability to understand company's annual reports.

Syllabus	Hours
Module 1: FINAL ACCOUNTS OF PARTNERSHIP FIRM Meaning of Partnership Firm, Partnership deed-clauses in partnership deed, Preparation of Final accounts of partnership firm-Trading and Profit and Loss Account, Profit and Loss Appropriation Account, Partners capital account and Balance sheet. Goodwill- Nature, Factors influencing goodwill and methods of valuation of goodwill (Average and super profit methods)	**10**
Module 2: ISSUE OF SHARES Meaning of Share, Types of Shares – Preference shares and Equity shares – Issue of Shares at par, at Premium, at Discount: Pro-Rata Allotment; Journal Entries relating to issue of shares; Preparation of respective ledger accounts; Preparation of Balance Sheet in the Vertical form (Practical Problems).	08
Module 3:FINAL ACCOUNTS OF JOINT STOCK COMPANIES Statutory Provisions regarding preparation of Company Final Accounts – Treatment of Special Items, Managerial Remuneration, Tax deducted at source, Advance payment of Tax, Provision for Tax, Depreciation, Interest on debentures, Dividends, Rules regarding payment of dividends, Transfer to Reserves, Preparation of Profit and Loss Account and Balance Sheet (Vertical Form Schedule -III) (Practical Problems).	**12**
Module 4: FINANCIAL STATEMENTS ANALYSIS Comparative Statements - Comparative Income Statement, Comparative Balance Sheet; Common size Statements – Common Size Income Statement, Common Size Balance Sheet – Trend Percentages. (Analysis and Interpretation)	**12**
Module 6: CORPORATE FINANCIAL REPORTING PRACTICES Corporate Financial Reporting - meaning, types, characteristics of Corporate financial report, users of corporate financial report; Components corporate financial report– general corporate information, financial highlights, letter to the shareholders from the CEO, management's discussion and analysis; Financial Statements-balance sheet, income statement, cash flow	**10**

statement, and notes to the financial statements; Auditor's report; Significant Accounting Policies; Corporate Governance Report; Corporate Social Responsibility Report (Discuss only Role and Significance of above components of corporate financial report).

Skill Developments Activities:

1. Collect financial statement of a company for five years and analyse the same using trend analysis.

2. Refer annual reports of two companies and list out the components.

3. Draft a partnership deed as per Partnership Act.

4. List out the accounting policies in annual report of the company

Text Books:

1. Stephen P. Robbins, Management, Pearson

2. Koontz and O‟Donnell, Management, McGraw Hill.

3. L M Prasad, Principles of management, Sultan Chand and Sons

4. V.S.P Rao/Bajaj, Management process and organization, Excel Books.GH25

5. Appanniah and Reddy, Management, HPH.

6. T. Ramaswamy : Principles of Management, HPH.

Note: Latest edition of text books may be used.

BBA 2.4 - Human Resource Management	
Course Credits : 04	Total Contact Hours : 60
Internal Assessment Marks : 40	Semester End Examination Marks : 60

Course Outcomes(COs): On successful completion of the course, the students will be able to demonstrate

a) Ability to describe the role and responsibility of Human resources management functions on business

b) Ability to describe HRP, Recruitment and Selection process

c) Ability to describe to induction, training, and compensation aspects.

d) Ability to explain performance appraisal and its process.

e) Ability to demonstrate Employee Engagement and Psychological Contract.

Syllabus	Hours
Module 1: Introduction to Human Resource Management Meaning and Definition of HRM – Features Objectives, Differences between Human Resource Management and Personnel Management, Importance, Functions and Process of HRM, Role of HR Manager, Trends influencing HR practices	**10**
Unit2 : Human Resource Planning, Recruitment & Selection **Human Resource Planning**: Meaning and Importance of Human Resource Planning, Process of HRP **HR Demand Forecasting**- Meaning and Techniques (Meanings Only) and HR supply forecasting. **Succession Planning** – Meaning and Features **Job Analysis**: Meaning and Uses of Job Analysis, Process of Job Analysis – Job Description, Job Specification**,** Job Enlargement, Job Rotation, Job Enrichment (Meanings Only) **Recruitment** – Meaning, Methods of Recruitment, Factors affecting Recruitment, Sources of Recruitment **Selection** – Meaning, Steps in Selection Process, Psychometric tests for Selection, Barriers to effective Selection, Making Selection effective; Placement, Gamification – Meaning and Features	14
Module 3: Induction, Training and Compensation **Induction:** Meaning, Objectives and Purpose of Induction, Problems faced during Induction, Induction Program Planning. **Training**: Need for training, Benefits of training, Assessment of Training Needs and Methods of Training and Development; Kirkpatrick Model; Career Development. **Compensation:** Direct and Indirect forms of Compensation (Meaning Only), Compensation Structure.	**10**
Module 4: Performance Appraisal, Promotion & Transfers **Performance appraisal:** Meaning and Definition, Objectives and Methods of Performance Appraisal – Uses and Limitations of Performance Appraisal, Process of Performance Appraisal **Promotion**: Meaning and Definition of Promotion, Purpose of Promotion, Basis of promotion	**14**

Transfer: Meaning of Transfer, Reasons for Transfer, Types of Transfer, Right Sizing of Work Force, Need for Right Sizing	
Module 5: Employee Engagement and Psychological Contract **Employee Engagement (EE)**: Meaning and Types of EE, Drivers of Engagement - Measurement of EE, Benefits of EE. **Psychological contract**: Meaning and features	**08**

Skill Developments Activities:

1. Preparation of Job Descriptions and Job specifications for a Job profile

2. Choose any MNC and present your observations on training program

3. Develop a format for performance appraisal of an employee.

4. Discussion of any two Employee Engagement models.

5. Analysis of components of pay structure based on the CTC sent by the Corporate to the institute for the various jobs of different sectors.

Textbooks:

1. Aswathappa, Human Resource Management, McGraw Hill

2. Edwin Flippo, Personnel Management, McGraw Hill

3. C.B.Mamoria, Personnel Management, HPH

4. Subba Rao, Personnel and Human Resources Management, HPH

5. Reddy & Appanniah, Human Resource Management, HPH

6. Madhurimalal, Human Resource Management, HPH

7. S.Sadri & Others: Geometry of HR, HPH

8. Rajkumar: Human Resource Management I.K. Intl

9. Michael Porter, HRM and Human Relations, Juta & Co.Ltd.

10. K. Venkataramana, Human Resource Management, SHBP

11. Chartered Accountants of India, New Delhi.

12. **Note: Latest edition of textbooks may be used.**

BBA 2.5 - BUSINESS ENVIRONMENT

Course Credits	: 04	Total Contact Hours	: 60
Internal Assessment Marks	: 40	Semester End Examination Marks	: 60

Course Outcomes(Cos): On successful completion Student will demonstrate
a) An Understanding of components of business environment.
b) Ability to analyse the environmental factors influencing business organisation.
c) Ability to demonstrate Competitive structure analysis for select industry.
d) Ability to explain the impact of fiscal policy and monetary policy on business.
e) Ability to analyse the impact of economic environmental factors on business.

Syllabus	Hours
Module I INTRODUCTION BUSINESS ENVIRONMENT Meaning of business, scope and objectives Business, business environment, Micro and Macro-environment of business (social, cultural, economic, political, legal technological and natural) Impact of these factors on decision making in business, Environmental analysis, and Competitive structure analysis of Business.	12
Module II GOVERNMENT AND LEGAL ENVIRONMENT **Government Functions** of the State, Economic role of government, State intervention in business- reasons for and types of state intervention in business. Impact of Monetary policy, Fiscal policy, Exim policy and industrial policy on business. **Legal environment -** Various laws affecting Indian businesses	16
Module III ECONOMIC ENVIRONMENT AND GLOBAL ENVIRONMENT An overview of economic environment, nature of the economy, structure of economy, factors affecting economic environment. **Globalisation of business;** meaning and dimensions, stages, essential conditions of globalisation, foreign market entry strategies, merits and demerits of globalisation of business, Impact of Globalisation on Indian businesses, Forms of globalisation of businesses - MNCs, TNCs etc...	13
Module IV TECHNOLOGICAL ENVIRONMENT Meaning and features; types of innovation, Impact of Technological changes on business, Technology and Society, Technological Acquisition modes, IT revolution and business, Management of Technology.	10
Module V NATURAL ENVIRONMENT Meaning and nature of physical environment. Impact of Natural environment on business.	05

Skill Developments Activities:

a) List out key features of recent Monetary policy published by RBI impacting businesses.

b) Give your observation as to how technology has helped society.

c) Draft Five Forces Model for Imaginary business.

d) Identify the benefits of Digital transformation in India.

Text Books:

1. Dr. K Ashwatappa: Essentials Of Business Environment

2. Sundaram & Black: The International Business Environment; Prentice Hall

3. Chidambaram: Business Environment; Vikas Publishing

4. Upadhyay, S: Business Environment, Asia Books

5. Chopra, BK: Business Environment in India, Everest Publishing

6. Suresh Bedi: Business Environment,Excel Books

7. Economic Environment of Business by M. Ashikary.

8. Business Environment by Francis Cherrinulam

Note: Latest edition of text books may be used.

BBA 2.6 – Environmnetal Studies (AECC)			
Course Credits	: 02	Total Contact Hours	: 30
Internal Assessment Marks	: 20	Semester End Examination Marks	: 30

Common Syllabus for all UG programmes

BBA 2.7 - People Management (OEC)		
Course Credits : 03	Total Contact Hours : 45	
Internal Assessment Marks : 40	Semester End Examination Marks : 60	

Course outcome(COs): On successful completion of the course, student will demonstrate:
1. Ability to examine the difference between People Management with Human resource Management
2. Ability to explain the need for and importance of People Management.
3. Ability to explain role of manager in different stages of performance management process
4. Ability to list modern methods of performance and task assessment.
5. Ability to analyse the factors influencing the work life balance of an working individual.

Syllabus	Hours
Module I **Introduction to People Management** Diversity in organisation: age, gender, ethnicity, race, and ability. People Management: Meaning, Features, Significance of people management, Difference between People Management and Human Resource Management, impact of individual and organizational factors on people management.	6
Module II **Getting Work Done and Assessment and Evaluation** Getting work done: Challenges of getting work done, significance of prioritization and assigning work to team members. Performance Management: meaning, role of a manager in the different stages of the performance management process, Types of Performance assessment, Assessment and Evaluation Process of evaluation of tasks in the organisation. Modern tools of assessment and evaluation of tasks and performance.	12
Module III **Building Peer Networks and Essentials of Communication** **Building Peer Networks:** Understanding the importance of peer networks in an organization; being able to influence those on whom you have no authority; challenges Peer networking and different types of people networking in the workplace. **Essentials of Communication**: Concept of the communication process with reflection on various barriers to effective communication and ways to overcome, Types of Communication and Channels of Communication.	12
Module IV **Motivation** Meaning, Importance and need for motivation, team motivation- meaning, importance team motivation, types of Motivators and Modern methods of motivation	08
Module V **Managing Self** Reflection on what does it mean to be a people manager; building a personal development pla oneself, Self-Stress Management: Causes for stress, work life Balance, Importance of Work li	07

Factors influencing Work life Balance.	

Skill Developments Activities:

1. Analyse two cases on any of the above content indicated above.

2. List out the modern tools to performance assessment and evaluation.

3. Conduct a survey of work life balance of working individuals

4. Draft a Career development of working individual in the middle level management.

Text Books:

1. McShane, Steven L. and Mary Ann Von Glinow, Organizational Behavior: Emerging Knowledge and Practice for the Real World. McGraw-Hill, latest edition, ISBN: 0-07-115113-3.

2. Bernardin, H. John and Joyce E. A. Russell. Human Resource Management: An Experiential Approach. McGraw-Hill, 6/e. ISBN: 0078029163

3. Argyris, C. (1974). Personality vs. Organization. Organizational Dynamics. Vol. 3. No. 2, Autumn.

4. Blume, B. Baldwin, T. and Ryan, K. (2013). Communication Apprehension. A barrier to students leadership, adaptability and multicultural appreciation. Academy of Management Learning & Education, Jun, Vol. 12 Issue 2, p158-172.

5. Colquitt, J.A., LePine, J.A., & Wesson, M.J. (2009) Organizational Behavior: Improving Performance and Commitment in the Workplace (International edition). New York: McGraw-Hill.

6. Goleman, D. (1998). Working with Emotional Intelligence. Bantam Books,

Note: Latest edition of text books may be used.

BBA 2.7 - RETAIL MANAGEMENT (OEC)

Course Credits	: 03	Total Contact Hours	: 45
Internal Assessment Marks	: 40	Semester End Examination Marks	: 60

Course Outcomes(COs): On successful completion Student will demonstrate ;
a) An understanding of the types and forms of Retail business.
b) Ability to examine Consumer Behaviour in various environment.
c) Ability to analyse various Retail operations and evaluate them.
d) Ability to analyse various marketing mix elements in retail operations.
e) An understanding of Information Technology in retail business.

Syllabus	Hours
Module I INTRODUCTION TO RETAIL BUSINESS Definition – functions of retailing - types of retailing – forms of retail business ownership. Retail theories – Wheel of Retailing – Retail life cycle. Retail business in India: Influencing factors – present Indian retail scenario.	**08**
Module II CONSUMER BEHAVIOUR IN RETAIL BUSINESS Buying decision process and its implication on retailing – Influence of group and individual factors, Customer shopping behaviour, Customer service and customer satisfaction.	**08**
Module III RETAIL OPERATIONS Factors influencing location of Store - Market area analysis – Trade area analysis – Rating Plan method - Site evaluation. Retail Operations: Stores Layout and visual merchandising, Stores designing, Space planning, Inventory management, Merchandise Management, Category Mgmt.	**08**
Module IV RETAIL MARKETING MIX Introduction -Product : Decisions related to selection of goods (Merchandise Management revisited) – Decisions related to delivery of service. Pricing : Influencing factors – approaches to pricing – price sensitivity - Value pricing – Markdown pricing. Place : Supply channel – SCM principles – Retail logistics – computerized replenishment system – corporate replenishment policies. Promotion : Setting objectives – communication effects - promotional mix.	**14**
Module V INFORMATION TECHNOLOGY IN RETAILING store retailing (e-retailing) - The impact of Information Technology in retailing - Integrated systems and networking – EDI – Bar coding – Electronic article surveillance – Electronic shelf labels – customer database management system.	**07**

Skill Developments Activities:
1. Draw a retail life cycle chart and list the stages
2. Draw a chart showing a store operations
3. List out the major functions of a store manager diagrammatically
4. List out the current trends in e-retailing
5. List out the Factors Influencing in the location of a New Retail outlet

Text Books:
1. Suja Nair; Retail Management, HPH 2. Karthic – Retail Management, HPH 3. S.K. Poddar& others – Retail Management, VBH. 4. R.S Tiwari ; Retail Management, HPH