



M.C.E. Society's
Abeda Inamdar Senior College
Of Arts, Science & Commerce, (Autonomous) Azam Campus,
Camp, Pune-1.
Affiliated to Savitribai Phule Pune University

FACULTY OF COMMERCE & MANAGEMENT

Program Structure

For the Award of
Bachelor of Business Administration (BBA)
(2021 Pattern)

For Choice-Based Credit System (CBCS) Under Autonomy
(Semester Pattern)

With effect from June 2021

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1. Program Overview

BBA is a three year degree program spread over 6 semesters. The course is designed to provide the students with a wide range of management skills. The objective of this course is to make the student familiar with the different angles relating to accounting, finance, banking, business management and economics. Through this program a student gains a comprehensive view of the functioning of an organisation and also cultivates good communication skills.

Program objectives:

1. To empower students to take up the responsibilities in various functional areas in an organisation.
2. To impart experiential learning to provide practical exposure on the subjects.
3. To develop business skills among students that satisfies the requirements of business and industry.
4. To develop social and ethical values for good business practices and employability through entrepreneurial skills.
5. To prepare students to pursue higher education and build their professional qualification.

2. DEFINITIONS OF KEY CONCEPTS

2.1 **Academic Year:** The duration of two consecutive (one odd and one even) semesters constitutes an academic year.

2.2 **Choice Based Credit System (CBCS):** The CBCS provides choice for students to select from the prescribed courses (core courses, discipline specific electives, ability enhancement compulsory courses, skill enhancement courses, mandatory non-CGPA courses etc.).

2.3 **Program:** An educational program leading to Award of a degree.

2.4 Course: Usually referred to, as ‘paper’ is a component of a program. Each course should define learning objectives and learning outcomes. A course may be designed to comprise lectures, field work, outreach activities, project work, vocational training, viva, seminars, term papers, assignments, presentations, self-study etc. or a combination of some of these.

2.5 Credit(C): A unit by which the course work is measured. It determines the number of hours of teaching/ instruction required per week.

2.6 To earn 1 credit minimum 15 hours of teaching/ instruction is required.

A 3 credits theory course requires a minimum duration of 45 hours of teaching in a semester (15hrs*3= 45hours).

A 2 credits theory course requires a minimum duration of 30 hours of teaching in a semester

A 1 credit practical course requires a minimum duration of 15 hours of practical work in a semester

2.7 Letter Grade: It is an index of the performance of students in a said course. Grades are denoted by letters O, A+, A, B+, B, C, P and F. The Letter Grades, Grade Points and scale of UGC are adopted. Grading is done using Letter Grades as qualitative measure of achievement in each Course like: O (Outstanding), A+ (Excellent), A (Very Good), B+ (Good), B (Above Average), C (Average), P (Pass), F (Fail) and Ab (Absent), based on the percentage (%) of marks scored in (CIE+SEE) of the Course and conversion to Grade.

2.8 Grade Point (GP): It is a numerical weight allotted to each letter grade on a 10-point UGC scale viz. O=10, A+=09, A=08, B+=07, B=06, C=05, P=04, F=00 & Ab=00.

2.9 Credit Point (CP): The numerical value obtained by multiplying the grade point (GP) by the no. of credit(C) of the respective course i.e. CP= GP X C.

- 2.10 **Cumulative Grade Point Average (CGPA):** It is a measure of overall cumulative performance of a student over all semesters. The CGPA is the ratio of total credit points secured by a student in various courses in all semesters and the sum of the total credits of all courses in all the semesters. It is expressed up to two decimal places.
- 2.11 **Semester Grade Point Average (SGPA):** It is a measure of performance of work done in a semester. It is the ratio of total credit points (CPs) secured by a student in various courses registered in a semester and the total course credits taken during that semester. It shall be expressed up to two decimal places.
- 2.12 **Semester:** Each semester shall consist of 15-18 weeks of academic work equivalent to 90/100 actual teaching days. The odd semesters may be scheduled from June to December and even semesters from January to May.
- 2.13 **Transcript:** Based on the grades earned, a transcript shall be issued to all the registered students after every semester. The transcript shall display the course details (code, title, no. of credits, grades secured) along with SGPA of that semester and CGPA earned till that semester at the end of each academic year. The students shall be issued transcript for each semester and a consolidated transcript indicating the performance in all the semesters at the completion of the program.
- 2.14 **Absolute Grading:** Under the absolute grading, the marks are converted to grades based on pre-determined class intervals.
- 2.15 **Continuous Internal Evaluation (CIE) and Semester End Examinations (SEE)** are two key assessment methods. For all theory courses/papers, the ratio of CIE & SEE is 40:60. Thus a course of 100 Marks shall have 40 CIE + 60 SEE which includes 20 marks for Courses having tutorial/projects.

3) INTRODUCTION:

The B.B.A Degree Course (2021 pattern) will be introduced in the following order:

- | | |
|-----------------------|-----------|
| a. First Year B.B.A. | 2021-2022 |
| b. Second Year B.B.A. | 2022-2023 |
| c. Third Year B.B.A. | 2023-2024 |

- ✓ B.B.A. Degree Course will consist of six semesters divided into three Years.
- ✓ The first year (Semester I and II), Second Year (Semester III and IV) and Third Year (Semester V and VI) Choice Based Credit System Examination will be held at the Semester end examination.

4) ELIGIBILITY:

- a) A candidate shall be admitted to the First Year of the B.B.A. Degree Course (**2021 pattern**) if he/she has passed the Higher Secondary School Certificate Examination from any stream of the Maharashtra State Board of Higher Secondary Education Board or equivalent or University with minimum 40% of marks and with English as a passing Course.

5) A.T.K.T. Rules :

- A student shall be allowed to keep term for the Second Year, if he/she has a backlog of not more than four subjects of total number of subjects of the First-Year examination, which consist of First & Second Semesters.
- A student shall be allowed to keep term for the Third Year, if he/she has no backlog of First year & if he/she has a backlog of not more than four subjects of total number of subjects of the Second-year examination, which consist of Third & Fourth Semesters.

- ATKT rules are applicable to 2nd and 4th semesters.

6) COURSES CARRYING TUTORIALS/ PROJECTS:

- a) There will be Tutorials for F.Y.B.B.A for core courses - Business Communication & Business Demography (Semester I) and Business Organisation and System & Fundamentals of Computer (Semester II)
- b) There will be tutorial/ project and viva voce examinations for the Specialization Courses (Discipline Specific Elective) at S.Y.B.B.A level (Semester III and IV) and at T.Y.B.B.A level (Semester V & VI)
- c) A Student must offer the same Specialization Course at T.Y.B.B.A. (Semester V & VI) which he/she has offered at S.Y.B.B.A. (Semester III and IV)

7) LIST OF COURSES HAVING TUTORIALS *

*** Tutorials will carry 20 marks as a part of evaluation in addition to the Internal Assessment. A small project work consisting of Hands-on experience / Field Studies / Mini-Research Project (by an individual student or a group of students)/ Assignments/Case-studies etc. that equip the students with the required skills can be assigned.**

| Semester | Type of Course | Name of the Course |
|----------|-------------------------------|--|
| I | Subject Core Course | a. Business Communication b. Business Demography |
| II | Subject Core Course | a. Business Organisation and System b. Fundamentals of Computers |
| III | Discipline Specific Electives | Specialization Course a. Management Accounting b. Consumer Behaviour & Sales Management |

| | | | |
|----|----------------------|----------|---|
| | | | c. Organisational Behaviour |
| IV | Discipline Electives | Specific | <p align="center">Specialization Course</p> a. Business Taxation b. Advertising and Promotion Management c. Human Resource Management Functions & Practices |
| V | Discipline Elective | Specific | <p align="center">Specialization Course</p> a. Analysis of Financial Statements b. Marketing Environment Analysis and Strategies c. Cross Cultural HR & Industrial Relations |
| VI | Discipline Elective | Specific | <p align="center">Specialization Course</p> a. Financial Management b. International Brand Management c. Global Human Resource Management |

8) LIST OF COURSES HAVING PROJECTS AND VIVA VOCE:

| Semester | Type of Course | | Name of Course |
|-----------------|-----------------------|----------|--|
| III | Discipline Electives | Specific | <p align="center">Specialization Course</p> a. Banking and Finance b. Retail Management c. Legal Aspects in Human Resources |
| IV | Discipline Electives | Specific | <p align="center">Specialization Course</p> a. Financial Services. b. Digital Marketing c. Employee Recruitment & Record Management |
| V | Discipline Electives | Specific | <p align="center">Specialization Course</p> a. Legal Aspects of Finance & Security Laws b. Legal Aspects in Marketing Management |

| | | |
|----|-------------------------|--|
| | | c. Cases in Human Resource Management |
| VI | Discipline Electives | Specialization Course a. Cases in Finance + Project b. Cases in Marketing + Project c. Recent Trends & HR Accounting + Project |

9) MEDIUM OF INSTRUCTION:

The medium of instruction for B.B.A Degree course shall be English except for languages.

10) DURATION:

- The course shall be a full-time course and the duration of the course shall be for three years (divided in six semesters). The program's maximum time for completion shall be: Duration of Program (3 yrs.) plus additional two 2 years
- If the student fails to complete the Program within the period of 5 years, his registration to the Program stands cancelled and the credits earned will be lost.
- In case if the student intends to pursue the program, he/she will have to start afresh from the First Year again.

11) ATTENDANCE:

No candidate shall be admitted to the semester end examinations unless he/ she has satisfactorily completed 75% of attendance for both the semesters.

12) COLLEGE TERMS:

The dates for the commencement and conclusion of the first and the second terms shall be as determined by the College Authorities. Only duly admitted students can keep the terms. The present relevant ordinances pertaining to grant of terms will be applicable.

13) VERIFICATION AND REVALUATION:

The candidate may apply for verification and revaluation of result through Principal of the College which will be done by the college as per ordinances framed in this behalf.

Verification and revaluation rule will not be applicable for tutorial/ project courses.

14) STANDARD OF PASSING:

- A student must obtain a minimum of 40% marks (i.e., 16 marks out of 40 marks) in Continuous Internal Evaluation (CIE), and minimum 40% marks (i.e., 24 marks out of 60 marks) in Tutorials/Project and Semester End Examination.
- Passing separately in Internal Assessment, Tutorials/Project and Semester End Examination is compulsory.
- Student who fails in CIE of any Semester can reappear for the same in next immediate semester (e.g., student who fails in semester I can reappear in Semester II only).

15) METHODS OF EVALUATION, PASSING, AND EVALUATION CRITERIA:

The evaluation of students will be done on three parameters: -

- a. Continuous Internal Evaluation (CIE)
- b. Tutorial/Project (**List of Courses having tutorials/project is given in Sr. No. 7 and 8**)
- c. Semester End Examination

For Semester End Examination, question papers will be set of the following marks for 2^{1/2}-hour duration:

- i) **For Generic Core Courses (without Tutorial/Projects) – 60 marks**
- ii) **For Subjects Core Courses (with Tutorial/Projects) and For Discipline Specific Electives (having projects and viva voce) - 40 marks (60 converted into 40)**

For Continuous Internal Evaluation (CIE), Evaluation will be done continuously. Internal assessment will be of **40** marks.

These 40 marks are divided as follows:

| Component | Marks |
|--|-------|
| CIE I: Online MCQ Test (Conducted out of 20 Marks scaled down to out of 10 Marks) | 10 |
| CIE II: Mid Semester Examination (Conducted out of 20 Marks scaled down to out of 10 Marks) | 10 |
| CIE III: Students' Active Participation in Classroom | 05 |
| CIE IV: Refer Note below | 15 |

CIE IV: Course teacher will adopt any three out of the following methods for internal assessment under CIE IV, each carrying 5 marks.

- a. Quiz
 - b. Presentations
 - c. Projects
 - d. Assignments
 - e. Oral examination, etc
- Courses mentioned in **Sr. No. 7 (Subjects with Tutorial)** will have a compulsory tutorial for **20 marks**.
 - Courses mentioned in **Sr. No. 8 (Discipline Specific Electives)** will have a compulsory project report + Viva voce for **60 marks which would be converted into 20 marks**.

16) STRUCTURE OF TRANSCRIPT:

Conversion of percentage into credit(s) and grade(s): The following illustrations could be taken as an example for computing SGPA and CGPA from percentage to credits for Honours courses in all disciplines, degree program courses in Science subjects and degree Program courses in humanities, Social Sciences and Commerce subjects:

1. Percentage to Grades and Grade Points

The following formula may be used to convert (%) into letter grades.

Let \bar{A} = mean of % age marks of all student appeared in the paper.

σ = Standard deviation

m = % of marks obtained

| Letter Grade | Numerical Grade | Formula |
|-------------------|-----------------|--|
| O (Outstanding) | 10 | $m \geq \bar{A} + 2.5\sigma$ |
| A+ (Excellent) | 9 | $\bar{A} + 2.0\sigma \leq m < \bar{A} + 2.5\sigma$ |
| A (Very Good) | 8 | $\bar{A} + 1.5\sigma \leq m < \bar{A} + 2.0\sigma$ |
| B+ (Good) | 7 | $\bar{A} + 1.0\sigma \leq m < \bar{A} + 1.5\sigma$ |
| B (Above Average) | 6 | $\bar{A} \leq m < \bar{A} + \sigma$ |
| C (Average) | 5 | $\bar{A} - 0.5\sigma \leq m < \bar{A}$ |
| D (Pass) | 4 | $\bar{A} - \sigma \leq m < \bar{A} - 0.5\sigma$ |
| F (Fail) | 0 | $m < \bar{A} - \sigma$ |
| Ab (Absent) | 0 | |

- 1) Minor variations may be adjusted by the individual institution.
- 2) A student obtaining Grade F shall be considered failed and will be required to reappear in the examination.
- 3) For non-credit courses 'Satisfactory' or 'unsatisfactory' shall be indicated instead of the letter grade and this will not be counted for the computation of SGPA/CGPA.
- 4) The universities can decide on the or percentage of marks required to pass in a course and also the CGPA required to qualify for a degree taking into consideration the recommendations of the statutory professional councils such as AICTE, MCI, BCI, NCTE etc.

17) IMPROVEMENT OF CLASS:

- 1) A Candidate will be allowed to re-appear for the examination for improvement of Class or grade within a period of 2 years from the date of his/her passing bachelors degree examination. Only 1 attempt for improvement will be allowed, according to the syllabus in existence at the time of improvement.
- 2) A Candidate shall have to reappear for minimum 1/3rd and or maximum all the theory courses at a time on which the class is awarded.
- 3) A Candidate will not be allowed to appear for tutorial and project examination for improvement of class.
- 4) A Candidate who has appeared for improvement of class and fails to improve his/her class, his/her performance of reappearances shall be ignored.
- 5) A Candidate appearing for the improvement of Class grade shall not be entitled to be in the list of Rank holders/ Merit holders.
- 6) Improved Candidate will have to surrender the degree, Statement of marks, passing certificate in original, after the declaration of their results of the concerned improved class. After surrendering the above documents in original new certificate will be issued in due course of time as in usual process.

18) SCHEME OF CREDITS (Academic/CGPA):

Total credits for three years B.B.A. Course (2021 pattern) is as follows:

| Sr. No. | Semester No. | No of Courses | Lecture Hours | | | Credit for Generic Core Course (A) | Credit for Subject Core Course and DSE (B) | Credit for Add on course (C) | Lecture Hours for Add on Courses | Total Credits (A+B+C) |
|----------------------|--------------|---------------|-------------------|--------------------|---------------------------------------|---------------------------------------|---|---------------------------------|----------------------------------|--------------------------|
| | | | GC | SC | DSE | | | | | |
| 1 | I | 6 | 45 Hrs *4 Courses | 60 Hrs * 2 Courses | - | 3 credits * 4 courses | 4 credits *2 courses | 2 | 30 Hrs * 1 Course | 12+8+2=22 |
| 2 | II | 6 | 45 Hrs *4 Courses | 60 Hrs * 2 Courses | - | 3 credits * 4 courses | 4 credits *2 courses | 2 | 30 Hrs * 1 Course | 12+8+2=22 |
| 3 | III | 6 | 45 Hrs *4 Courses | - | 60 Hrs * 2 Courses | 3 credits * 4 courses | 4 credits *2 courses | 2 | 30 Hrs * 1 Course | 12+8+2=22 |
| 4 | IV | 6 | 45 Hrs *4 Courses | - | 60 Hrs * 2 Courses | 3 credits * 4 courses | 4 credits *2 courses | 2 | 30 Hrs * 1 Course | 12+8+2=22 |
| 5 | V | 6 | 45 Hrs *4 Courses | - | 60 Hrs * 1 Course & 90 Hrs * 1 Course | 3 credits * 4 courses | 4 credits *1 course & 6 credits * 1 course | - | - | 12+4+6=22 |
| 6 | VI | 6 | 45 Hrs *4 Courses | - | 60 Hrs * 1 Course & 90 Hrs * 1 Course | 3 credits * 4 courses | 4 credits *1 course & 6 credits * 1 course | - | - | 12+4+6=22 |
| Total No. of Credits | | | | | | | | | | 132 |

(* Add on courses include Ability Enhancement Credit Course (AECC) and Skill Enhancement Course (SEC),
Duration (30 hours)- for 2 credits

CGPA Add On courses

| Sr. No. | Course Title | Course Type | Class | Semester | Credit |
|----------------|---|--------------------|--------------|-----------------|---------------|
| 1 | a. Introductory Course in Disaster Management | SEC | F.Y.B.B.A | I | 2 |
| | b. Tally and Computer Based Accounting | SEC | F.Y.B.B.A | II | 2 |
| 2 | Basic course in Environmental Awareness | AECC | S.Y.B.B.A | III | 2 |
| 3 | Personality and Soft Skills Development | SEC | S.Y.B.B.A | IV | 2 |
| | Total | | | | 8 |

19) COURSEWISE CLASSIFICATION OF CGPA/ACADEMIC CREDITS:

Total credits for three years B.B.A. Course (2021 pattern) is as follows: -

| Sr. No. | Nature of Courses | Semesters (Credits) | | | | | | Total (Credits) |
|-----------|---------------------------------------|---------------------|----|-----|----|----|----|----------------------|
| | | I | II | III | IV | V | VI | |
| 1 | Ability Enhancement Compulsory Course | -- | -- | 2 | | -- | -- | 2 |
| 2 | Skill Enhancement Course | 2 | 2 | -- | 2 | -- | -- | 6 |
| 3 | Generic Core Course | 12 | 12 | 12 | 12 | 12 | 12 | 72 |
| 4 | Subject Core Course | 8 | 8 | -- | -- | -- | -- | 16 |
| 5 | Discipline Specific Elective | -- | -- | 8 | 8 | 10 | 10 | 36 |
| Sub Total | | 22 | 22 | 22 | 22 | 22 | 22 | 132 (Grand Total) |

20) SCHEME OF CREDITS (NON-CGPA):

In addition to the compulsory credits of 132, the student has to earn additional 08 credits from the following groups by taking/participating/conducting respective activities. These extra credits will not be considered for GPA calculation; however, these are mandatory for the completion and award of B.B.A Degree.

- Courses in Sr. No. 1 and in Sr. No. 2, are compulsory (02 Credits each).
- A student has to earn the remaining 04 Credits through participation in the various activities from in Sr. No. 3 to Sr. No.32

- A student is encouraged to earn a maximum of 04 credits in a year.

| Sr. No | Activity | Code | Credits |
|--------|--|-----------|---------|
| 1 | Democracy, Elections and Good Governance | 21CDG12M2 | 02 |
| 2 | Physical Education | 21CPE11M2 | 02 |
| 3 | Sports Representation at College Level | 21SRCO1 | 1 |
| 4 | Sports Representation at University Level | 21SRUO2 | 2 |
| 5 | Sports Representation at State Level | 21SRSO2 | 2 |
| 6 | Sports Representation at National Level | 21SRNO3 | 3 |
| 7 | Sports Representation at International Level | 21SRIO3 | 3 |
| 8 | National Social Service Scheme (participation in Camp) | 21NSSO1 | 1 |
| 9 | N.C.C. (with participation in annual camp) | 21NCCAO1 | 1 |
| 10 | N. C. C. (with B certificate/C certificate award) | 21NCCCO2 | 2 |
| 11 | N.S.S./N.C.C. Republic Day parade participation | 21RDPO4 | 4 |
| 12 | Extension | 21EAO1 | 1 |
| 13 | Avishkar participation | 21APO1 | 1 |
| 14 | Avishkar selection at university/state level | 21ASO2 | 2 |
| 15 | Avishkar prize winner at university/state level | 21AAO4 | 4 |
| 16 | Research paper presentation at State Level | 21RPSO2 | 1 |
| 17 | Research paper presentation at National Level | 21RPNO2 | 1 |
| 18 | Research paper presentation at International Level | 21RPIO3 | 2 |

| | | | |
|----|--|----------|---|
| 19 | Participation in Summer School | 21SSO2 | 2 |
| 20 | Short Term Program (Not less than 1-week duration) | 21STPO2 | 2 |
| 21 | Survey - Scientific / Societal. | 21SVO2 | 2 |
| 22 | Internships of 1 month | 21IOMO2 | 2 |
| 23 | Internships of 2 month | 21ITMO4 | 4 |
| 24 | Study tours - Field / Industrial Visits | 21STO1 | 1 |
| 25 | Participation in curricular: co-curricular & Extra-curricular competitions at college minimum two events | 21PECO1 | 1 |
| 26 | Participation in curricular: co-curricular & Extra-curricular competitions at Intercollegiate level | 21PECO2 | 2 |
| 27 | Online Certificate Courses/ MOOC Courses/ Career Advancement Course 10 hours | 21CC01 | 1 |
| 28 | Online Certificate Courses/ MOOC Courses/ Career Advancement Course 20 hours | 21CC02 | 2 |
| 29 | Online Certificate Courses/ MOOC Courses/ Career Advancement Course 30 hours | 21CC03 | 3 |
| 30 | Online Certificate Courses/ MOOC Courses/ Career Advancement Course 40 hours | 21CC04 | 4 |
| 31 | Department / Faculty courses at College: 1. Event Management 2. Entrepreneurship Development | 21CVADO2 | 2 |
| 32 | Interdisciplinary courses at College | 21CVAIO2 | 2 |

21) SCHEME OF NO. OF COURSES:

Scheme of No. of Courses for three years B.B.A Course (2021 pattern) is as follows: -

| Sr. No. | Nature of Courses | Semesters | | | | | | Total |
|-----------|---------------------------------------|-----------|----|-----|----|----|----|---------------------|
| | | I | II | III | IV | V | VI | |
| 1 | Ability Enhancement Compulsory Course | -- | -- | 1 | -- | -- | -- | 1 |
| 2 | Skill Enhancement Course | 1 | 1 | -- | 1 | -- | -- | 3 |
| 3 | Generic Core Course | 4 | 4 | 4 | 4 | 4 | 4 | 24 |
| 4 | Subject Core Course | 2 | 2 | -- | -- | -- | -- | 4 |
| 5 | Discipline Specific Elective | -- | -- | 2 | 2 | 2 | 2 | 8 |
| Sub Total | | 7 | 7 | 7 | 7 | 6 | 6 | 40 (Grand Total) |

**Revised Marks Structure of Choice Based Credit System Course
First Year B.B.A Semester – I w.e.f. 2021- 22**

| Course | Course / | Course | No. of | No of | Continuous Internal | Semester End | Total |
|--------|----------|--------|--------|-------|---------------------|--------------|-------|
|--------|----------|--------|--------|-------|---------------------|--------------|-------|

| Code | Title of Paper | | lectures | Credits | Evaluation (Marks 40) | | | | Assessment (60 marks) | | marks |
|----------|---|---------------------------|----------|---------|------------------------|----------------------------|---|--------|-----------------------|--------------------------|-------|
| | | | | | CIE I- Online MCQ test | CIE II – Mid semester exam | CIE III - Students Active Participation | CIE IV | Tutorial/ Project | Semester End Examination | |
| 21CBBA11 | Principles of Management | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA12 | Business Communication Skills | Core Course with Tutorial | 72 | 4 | 10 | 10 | 05 | 15 | 20 | 40 | 100 |
| 21CBBA13 | Business Accounting | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA14 | Business Economics – Micro | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA15 | Business Mathematics | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA16 | Business Demography and Environmental studies | Core Course with Tutorial | 72 | 4 | 10 | 10 | 05 | 15 | 20 | 40 | 100 |

First Year B.B.A Semester – II w.e.f. 2021-22

| Course Code | Course / Title of Paper | Course | No. of lectures | No of Credits | Continuous Internal Evaluation (Marks 40) | | | | Semester End Assessment (60 marks) | | Total marks |
|-------------|------------------------------------|---------------------------|-----------------|---------------|---|----------------------------|---|---------|------------------------------------|--------------------------|-------------|
| | | | | | CIE I- Online MCQ test | CIE II – Mid semester exam | CIE III - Students Active Participation | CI E IV | Tutorial/ Project | Semester End Examination | |
| 21CBBA1 21 | Business Organisations and Systems | Core Course with Tutorial | 72 | 4 | 10 | 10 | 05 | 15 | 20 | 40 | 100 |
| 21CBBA1 22 | Principles of Marketing | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA1 23 | Principles of Finance | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA1 24 | Basics of cost accounting | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA1 25 | Business Statistics | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA1 26 | Fundamentals of Computers | Core Course with Tutorial | 72 | 4 | 10 | 10 | 05 | 15 | 20 | 40 | 100 |

Second Year B.B.A Semester – III w.e.f. 2022- 23

| Course Code | Course / Title of Paper | Course | No. of lectures | No of Credits | Continuous Internal Evaluation (Marks 40) | | | | Semester End Assessment (60 marks) | | Total marks |
|-------------|-------------------------|--------|-----------------|---------------|---|--------------|--------------------|------|------------------------------------|--------------|-------------|
| | | | | | CIE I- | CIE II – Mid | CIE III - Students | CI E | Tutorial/ Project | Semester End | |

| | | | | | Online MCQ test | semester exam | Active Participation | IV | | Examination | |
|---------------|--|---------------------|----|---|-----------------|---------------|----------------------|----|----|-------------|-----|
| 21CBBA231 | Principles of Human Resource Management | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA232 | Supply Chain Management | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA233 | Global Competencies and Personality Development | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA234 | Fundamentals of Rural Development | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA235 (A) | Special Course Paper (Any One) a) Management Accounting | Discipline Specific | 72 | 4 | 10 | 10 | 05 | 15 | 20 | 40 | 100 |
| 21CBBA235 (B) | b) Consumer Behaviour & Sales Management | Elective | | | | | | | | | |
| 21CBBA235 | c) Organisational | | | | | | | | | | |

| | | | | | | | | | | | |
|----------------------|--|---------------------|----|---|----|----|----|----|----|----|-----|
| (C) | Behaviour | | | | | | | | | | |
| 21CBBA236 (A) | Special Course Paper(Any One) a) Banking & Finance | Discipline Specific | | | | | | | | | |
| 21CBBA236(B) | b) Retail Management | Elective | 72 | 4 | 10 | 10 | 05 | 15 | 20 | 40 | 100 |
| 21CBBA236(C) | c) Legal Aspects in Human Resources | | | | | | | | | | |

Second Year B.B.A Semester – IV w.e.f. 2022- 23

| Course Code | Course / Title of Paper | Course | No. of lectures | No of Credits | Continuous Internal Evaluation (Marks 40) | Semester End Assessment | Total marks |
|-------------|-------------------------|--------|-----------------|---------------|---|-------------------------|-------------|
|-------------|-------------------------|--------|-----------------|---------------|---|-------------------------|-------------|

| | | | | | | | | | (60 marks) | | |
|--------------------------|---|--|----|---|---|---|---|------------------------|------------------------------|--|-----|
| | | | | | CIE I- Online MCQ test | CIE II – Mid semester exam | CIE III - Students Active Participatio n | CI E IV | Tutorial/ Project | Semester End Examinati on | |
| 21CBBA241 | Entrepreneurs hip and Small Business Management | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA242 | Production and Operation Management | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA243 | Decision Making and Risk Management | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA244 | International Business Management | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA245 (A) | Special Course Paper(Any One) a) Business Taxation | Disciplin e Specific Elective | 72 | 4 | 10 | | 05 | 15 | 20 | 40 | 100 |
| 21CBBA245 (B) | b) Advertising and Promotion Management | | | | | | | | | | |
| 21CBBA245 (C) | c) Human Resource Management Functions & Practices | | | | | | | | | | |

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|----------------------|--|------------------------------|----|---|----|----|----|----|----|----|-----|
| | Special Course Paper(Any One) | | | | | | | | | | |
| 21CBBA246 (A) | a) Financial Services. | Discipline Specific Elective | 72 | 4 | 10 | 10 | 05 | 15 | 20 | 40 | 100 |
| 21CBBA246(B) | b) Digital Marketing | | | | | | | | | | |
| 21CBBA246 (C) | c)Employee Recruitment & Record Management | | | | | | | | | | |

Third Year B. B.A Semester – V w.e.f. 2023- 24

| Course Code | Course / Title of Paper | Course | No. of lectures | No of Credits | Continuous Internal Evaluation (Marks 40) | Semester End Assessment | Total marks |
|-------------|-------------------------|--------|-----------------|---------------|---|-------------------------|-------------|
|-------------|-------------------------|--------|-----------------|---------------|---|-------------------------|-------------|

| | | | | | (60 marks) | | | | | | |
|--------------------------|---|--|----|---|---------------------------------|-------------------------------------|--|---------------|----------------------|------------------------------------|-----|
| | | | | | CIE I- Online MCQ test | CIE II – Mid semester exam | CIE III - Students Active Participatio n | CI E IV | Tutorial/ Project | Semester End Examinati on | |
| 21CBBA351 | Research Methodology | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA352 | Database Administration and Data Mining | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA353 | Business Ethics | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA354 | Management of Corporate Social Responsibility | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA355 (A) | Special Course Paper(Any One) a) Analysis of Financial Statements | Disciplin e Specific Elective | 72 | 4 | 10 | 10 | 05 | 15 | 20 | 40 | 100 |
| 21CBBA355 (B) | b) Marketing Environment Analysis and Strategies Management | | | | | | | | | | |

| | | | | | | | | | | | | |
|----------------------|--|------------------------------|-----|---|----|----|----|----|----|----|-----|--|
| 21CBBA355(C) | c) Cross Cultural HR & Industrial Relations | | | | | | | | | | | |
| 21CBBA356 (A) | Special Course Paper(Any One) a) Legal Aspects of Finance & Security Laws + Project & Viva | Discipline Specific Elective | 108 | 6 | 10 | 10 | 05 | 15 | 20 | 40 | 100 | |
| 21CBBA356 (B) | b) Legal Aspects in Marketing Management+ Project & Viva | | | | | | | | | | | |
| 21CBBA356 (C) | c) Cases in Human Resource Management +Project & Viva | | | | | | | | | | | |

Third Year B. B.A Semester – VI w.e.f. 2023- 24

| Course Code | Course / Title of Paper | Course | No. of lectures | No. of Credits | Continuous Internal Evaluation (Marks 40) | Semester End Assessment | Total marks |
|--------------------|--------------------------------|---------------|------------------------|-----------------------|--|--------------------------------|--------------------|
|--------------------|--------------------------------|---------------|------------------------|-----------------------|--|--------------------------------|--------------------|

| | | | | | | | | | (60 marks) | | |
|--------------------------|--|--|----|---|---------------------------------|-------------------------------------|--|---------------|----------------------|------------------------------------|-----|
| | | | | | CIE I- Online MCQ test | CIE II – Mid semester exam | CIE III - Students Active Participatio n | CI E IV | Tutorial/ Project | Semester End Examinati on | |
| 21CBBA361 | Essentials of E - Commerce | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA362 | Management Information System | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA363 | Business Project Management | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA364 | Management Of Innovations & Sustainability | Core Course | 54 | 3 | 10 | 10 | 05 | 15 | -- | 60 | 100 |
| 21CBBA365 (A) | Special Course Paper(Any One) a) Financial Management | Disciplin e Specific Elective | 72 | 4 | 10 | 10 | 05 | 15 | 20 | 40 | 100 |

