



महात्मा ज्योतिबा फुले
रुहेलखण्ड विश्वविद्यालय, बरेली

FACULTY OF MANAGEMENT B.B.A.

THREE YEARS PROGRAMME

ORDINANCE

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of
BACHELOR OF BUSINESS ADMINISTRATION
FACULTY OF MANAGEMENT
(Under Choice Based Credit System)

Bachelor of Business administration (BBA) is a Three Years Full Time Programme under Faculty of Management. The course structure and programme ordinance are as follows:

COURSE STRUCTURE

The B.B.A. Programme shall be of three years duration i.e. first, second and third year, each consisting of two semesters. However, after successful completion of First Year a Certificate can be awarded, Second Year a Diploma can be awarded and Third Year a Degree will be awarded. The list of papers offered during these three years of the programme shall be as follows:

Year	Sem	Subject	State Paper code	MJPRU paper Code	Paper Name	Credit
1	I	Module-1	Fo10101T -A	RU-BBA101	Business Economics	3
			Fo10101T -B	RU-BBA102	Basic Accounting	3
	I	Module-2	Fo10102T -A	RU-BBA103	Business Statistics	3
			Fo10102T -B	RU-BBA104	Principles of Management	3
	I	Module-3	Fo10103T -A	RU-BBA105	Business Ethics & Governance	3
			Fo10103T -B	RU-BBA106	Computer Applications	3
1	II	Module-4	Fo10201T -A	RU-BBA201	Organisational Behavior	3
			Fo10201T -B	RU-BBA202	Business Finance	3
	II	Module-5	Fo10202T -A	RU-BBA203	Human Resource Development	3
			Fo10202T -B	RU-BBA204	Marketing Theory and Practice	3
	II	Module-6	Fo10203T -A	RU-BBA205	Business Mathematics	3
			Fo10203T -B	RU-BBA206	Advertising Management	3

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2	III	Module-7	F020301T -A	RU-BBA301	Management & Cost Accounting	3
			F020301T -B	RU-BBA302	Business Law	3
	III	Module-8	F020302T -A	RU-BBA303	Production Management	3
			F020302T -B	RU-BBA304	Business Policy	3
	III	Module-9	F020303T -A	RU-BBA305	Business Communication	3
			F020303T -B	RU-BBA306	Business Environment	3
2	IV	Module-10	F020401T -A	RU-BBA401	Supply Chain Management	3
			F020401T -B	RU-BBA402	Research Methodology	3
	IV	Module-11	F020402T -A	RU-BBA403	Specialised Accounting	3
			F020402T -B	RU-BBA404	Consumer Behaviour	3
	IV	Module -12	F020403T -A	RU-BBA405	Investment Analysis & Portfolio Management	3
			F020403T -B	RU-BBA406	Company Law	3
3	V	Module -13	F030501T -A	RU-BBA501	Income Tax	4
			F030501T -B	RU-BBA502	Marketing Communication	4
			F030501T -C	RU-BBA503	Industrial Relations & Labour Laws	2
	V	Module 14	F030502T -A	RU-BBA504	Entrepreneurship and small business management	4
			F030502T -B	RU-BBA505	Sales Management	4
			F030502T -C	RU-BBA506	Company Accounts	2
3	VI	Module -15	F030601T -A	RU-BBA601	Project Management	4
			F030601T -B	RU-BBA602	Goods & Service Tax	4
			F030601T -C	RU-BBA603	Strategic Management	2
	VI	Module-16	F030602T -A	RU-BBA604	Auditing	4
			F030602T -B	RU-BBA605	International Trade	4
			F030602T -C	RU-BBA606	Training and Development	2

1. English shall be the medium of instruction in lectures, university examinations, admission test/s (including presentations and viva-voce examinations)
2. Each Module from Module no. 1 to Module no. 12 consists of two papers whereas Modules from 13 to 16 consists of three papers.
3. All students will have to make a presentation internally before two faculty members. The evaluation of the presentation shall be done jointly by two internal faculty members for 25 marks. Later at the end of semester, report evaluation /viva voce examination would be conducted jointly

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by two examiners, one internal and one external who will be a University Teacher/Senior Business Executive. For this maximum marks shall be 100 (25 internal evaluation + 75 end semester evaluation), under vocational/skill development courses(I, II, III & IV semesters).

3. The BBA Programme under Faculty of Management consists of 16 Modules in total apart from Minor Elective, Vocational, Co-curricular and Research Project. Except for Module no.3, Module no.6, Module no.9 and Module no.12, rest all Modules are mandatory. These optional modules i.e. Module no.3, Module no.6, Module no.9 and Module no.12 can be opted from any other faculty (including own faculty).

4. In order to ensure multi-disciplinarily in subjects at graduation level, a student is required to choose one **Minor Elective** from either own faculty or any other faculty. There will not be any pre-requisite for this purpose.

5. It is mandatory to opt/choose one minor elective paper in first year and one minor elective paper in second year each.

6. The selection of minor elective paper will have to be made out of subjects available in the college. The classes of such minor elective will be conducted in the same faculty where they are being run and their examinations shall also be conducted along with original faculty.

7. The selection of modules (Module no.3 and Module no.6); and Minor Elective in first year shall be done by the student in such a manner so that at least one of them i.e. either the modules (3 & 6 taken together) or minor be selected compulsorily from other faculty (apart from own).

The selection of modules (Module no.9 and Module no.12); and Minor Elective in second year shall be done by the student in such a manner so that at least one of them i.e. either the modules (9 & 12 taken together) or minor be selected compulsorily from other faculty (apart from own).

The Minor Elective paper will carry 4 credits and the evaluation of the same shall be done along with second semester or fourth semester as the case be.

8. Vocational/Skill Development Courses: Every student is required to successfully complete one vocational/skill development course in each semester of the first two year i.e. one in first semester, one in second semester, one in third semester and one in fourth semester. This vocational/skill development course shall carry 3 credits in each semester. The following is the suggestive list of vocational/skill development courses:

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Year	Semester	Paper code	MJPRU paper Code	Paper Name	Credit
1	I	F01010v1	RU-FOM-V1	Office Management & Secretarial Practice	3
1	II	F01020v2	RU-FOM-V2	MS Office Application Report Evaluation & Viva-Voce Examination	3
2	III	F02030v3	RU-FOM-V3	Research Survey Report Evaluation & Viva-Voce Examination	3
2	IV	F02040v4	RU-FOM-V4	Basics of Tally & its Applications Report Evaluation & Viva-Voce Examination	3

Note: Apart from above mentioned vocational courses, a student can opt for any other vocational /Skill Development course offered by the university.

9. Co – Curricular courses:

There will be a co-curricular course, which is of qualifying nature, in each of the six semesters. Every student is required to successfully clear them with at least 40% marks. The grade obtained on the basis of marks in this paper will be shown on mark-sheet, but it will not be taken into account in the calculation of CGPA.

10. Research Project:

In the third year, every student will be required to complete and submit with the department a **Project Report** prepared under the supervision of the internal supervisor.

The Project will consist of two small projects/parts – A & B. The student will work on part “A” in fifth semester and part “B” in sixth semester. The department will allocate the research topic to the student at the beginning of fifth semester on the basis of literature review and research gaps identified by the student.

The student shall be required to submit project report /dissertation one month before the beginning of the sixth semester examination. The report will be evaluated by the supervisor and external examiner appointed by the university jointly. The report evaluation shall carry 100 marks. The Research Project is of qualifying nature and every student is required to successfully clear it with at least 40% marks. The grade obtained on the basis of marks in this paper will be shown on mark-sheet, but it will not be taken into account in the calculation of CGPA.

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11. Credit and Credit determination:

One paper of one credit will require one hour per week teaching. For example, one semester of 15 week will require 15 hour teaching.

Internship/Field work with one credit will require two hour per week teaching. For example, one semester of 15 week will require 30 hrs. work for Internship, field work or business survey.

All work related to credit will be carried out as per the directions of 'Academic Bank of Credit'.

One year certificate will be awarded after successfully earning a minimum of 46 credits by the student. Two year Diploma will be awarded after successfully earning a minimum of 92 credits by the student. Three year Degree will be awarded after successfully earning 132 credits by the student. The aforesaid mentioned certificate, diploma or degree will be awarded only when the student successfully clears all the qualifying papers required for the same.

Once the credits earned by the student are utilized, it cannot be utilized again by the student. For example, if a student receives one year certificate after earning 46 credits, the credit earned by the student will be treated as utilised. If after a few years, the student wants to obtain two year Diploma, then he will have to surrender his certificate received earlier and thus he will get a re-credit of 46 credits to his/her account. Otherwise, he/she will have to earn 92 credits. If the student studies continuously for three years and earns 132 points and does not claim for certificate and diploma only then he/she will get a three years Degree.

12. Attendance and Credit Determination: For credit validation successful completion of examination is essential. Without appearing in examination credit will be incomplete.

For appearing in final examination 75% attendance is mandatory.

After ensuring 75% attendance, if a student fails to appear in examination, he/she can appear in the next year examination, as Ex-Student. He will not be required to attend the classes again.

13. End-Semester Examination: All papers will be of 03 hours duration. The maximum marks allotted for each paper will be 75.

14. Mid-Semester Examination: There shall be one mid-semester written examination of two hours duration for each paper, which shall carry 15 marks. This exam will be compulsory for the students. In case, if any student fails to appear in one or more papers on medical grounds, then

he/she may be provided one more chance during the same semester on payment of re-examination fee of Rs. 1000/- for one or more papers.

15. Guidelines for Internal Evaluation:

- a) It shall be based on verifiable means
- b) The distribution of marks of internal evaluation will be as follows:

Written Test 15marks

One term paper/assignments/presentations/regularity in attendance 10 marks

Whenever the score in internal evaluation is 80% or more (except in papers of quantitative nature) the written test answer books could be re-evaluated by two teachers of the department.

- c) All assignments will be submitted in his/her handwriting only.

16. The maximum marks allotted for each paper will be as follows:

i) End-Semester examination 75marks

ii) Internal Evaluation 25 marks

The minimum passing marks in each individual paper will be 40% and in aggregate 50%. These percentages will apply on aggregate marks of internal evaluation and end-semester examination. Any candidate who fails to secure a minimum of 40% marks but secures 20% or more marks in not more than three papers (apart from qualifying papers) in first semester of the academic year will be promoted to the next semester of BBA Part I or BBA Part II or BBA Part III as the case may be. However, in BBA Part II(III semester), only those candidates will be admitted who have cleared at least three papers in each of the I&II semester (apart from qualifying papers) of BBA Part I exams and not declared as fail.

In case of BBA V semester, only those candidates will be admitted who have cleared at least three papers in each of the III&IV semester (apart from qualifying papers) of BBA Part II exams and not declared as fail. The exams of the back papers will be held along with the regular exams of subsequent year. The candidate has to clear all his/her back papers within the period of six years from the year of his/her admission.

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If the candidate clears his/her I,II,III,IV,V semesters, but obtains back(s) only in VI semester, then treating it as a special case, the exam/s of the back paper/s of VI semester could be held along with I&III &V semester exams.

17.A candidate who has secured minimum marks to pass in each paper but has not secured minimum marks to pass in aggregate may reappear in any of the paper(s) of the semester concerned (subject to a maximum of three), according to his/her choice in order to secure the minimum marks prescribed to pass in the aggregate (i.e. to clear back in aggregate).

18.Evaluation Pattern for BBA:

Award of Grades & Grade Points Based on Absolute Marks

Marks Range (out of 100)	Grade	Grade Point
90 – 100	O	10
80 – 89	A	9
70 – 79	B	8
60 – 69	C	7
50 – 59	D	6
40 – 49	E	5
20 – 39	Bp	4
00 – 19	F	0
Absent	Ab	0

Letter grades O, A, B, C, D & E in a paper means that the student has been able to clear that paper (i.e. passed in paper).

Letter grade Bp in a paper means that the student has not been able to clear the paper and is entitled to appear in the Back Paper examination if he/she satisfies other conditions for Back Paper examination.

Letter grade F means that the student has failed.

Letter grade Ab means that the student was absent

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Calculation of SGPA, YGPA and CGPA

The following procedure shall be used to calculate the Semester Grade Point Average (SGPA), Yearly Grade Point Average (YGPA) and Cumulative Grade Point Average (CGPA):

The SGPA is the ratio of sum of the product of the number of credits multiplied with the grade points scored by a student in all the courses of the semester divided by the sum of the credits of all the courses of the semester i.e.

$$SGPA = \Sigma(C_i \times G_i) / \Sigma C_i$$

where C_i is the number of credits of the i th paper and G_i is the grade point scored by the student in the i th paper.

The YGPA is also calculated in the same manner taking into account all the semesters undergone by a student over a year, i.e.

$$YGPA = \Sigma(C_j \times S_j) / \Sigma C_j$$

The CGPA is also calculated in the same manner taking into account all the semesters undergone by a student over the programme, i.e.

$$CGPA = \Sigma(C_j \times S_j) / \Sigma C_j$$

where S_j is the SGPA of the j th semester and C_j is the total number of credits in that semester.

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

Illustration of Calculation of SGPA, YGPA and CGPA

Illustration for SGPA

Paper	Credit	Grade Letter	Grade Point	Credit Point
Paper 1	3	B	8	$3 \times 8 = 24$
Paper 2	3	C	7	$3 \times 7 = 21$
Paper 3	3	O	10	$3 \times 10 = 30$
Paper 4	3	E	5	$3 \times 5 = 15$
Paper 5	3	D	6	$3 \times 6 = 18$

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Paper 6	3	A	9	$3 \times 9 = 27$
Paper 7	4	C	7	$4 \times 7 = 28$
	22			163

Thus, SGPA = $163/22 = 7.41$

Illustration for YGPA

Semester I	Semester II
Credit : 30	Credit : 26
SGPA:6.9	SGPA:5.8

$$YGPA = \Sigma(C_j \times S_j) / \Sigma C_j$$

$$YGPA = \{(30 \times 6.9) + (26 \times 5.8)\} / \Sigma C_j$$

Thus, YGPA = $357.8/56 = 6.39$

Illustration for CGPA

Semester I	Semester II	Semester III	Semester IV	Semester V	Semester VI
Credit : 30	Credit : 26	Credit : 32	Credit : 34	Credit : 32	Credit : 30
SGPA:6.9	SGPA:5.8	SGPA:7.3	SGPA:6.8	SGPA:6.4	SGPA:6.9

$$CGPA = \Sigma(C_j \times S_j) / \Sigma C_j$$

$$CGPA = \{(30 \times 6.9) + (26 \times 5.8) + (32 \times 7.3) + (34 \times 6.8) + (32 \times 6.4) + (30 \times 6.9)\} / \Sigma C_j$$

Thus, CGPA = $1234.4/184 = 6.71$

The conversion formula for converting YGPA or CGPA to the corresponding Percentage of Marks will be as follows:

$$X = 10 Y - 5$$

where, X = Percentage of Marks
Y = YGPA or CGPA

19. In the first five semesters the candidate will be declared only as 'Pass' or 'Fail'. Division will be awarded only on the basis of combined result of all six semesters of BBA I, II and III years.

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20. If a candidate fails to appear in any report evaluation /viva voce examination then he/she may be provided a second chance with due permission of the Registrar on payment of prescribed fee for each Viva-Voce.

21. No regular admission will be given to failed students. Any candidate who fails in exams or is entitled to carry over papers as "Back Papers" may appear in the next subsequent exams. However the marks obtained previously by the candidate in the internal evaluation of the paper concerned, shall be retained and added with the marks obtained in the subsequent end semester exams.

22. There will be no re-evaluation or supplementary exams.

23. The syllabi will be prescribed by the Board of Studies.

24. The award of division to the successful candidate will be on the basis of the combined results of BBA Part I,II & III(of all six semesters) as follows:

(i) Candidates securing YGPA or CGPA 6.5 and above	I Division
(ii) Candidates securing YGPA or CGPA 5.5 to 6.49	II Division
(iii) Candidates securing YGPA or CGPA less than 5.5	Fail

25. The student will have to fulfill the minimum requirement of attendance as per the university rule.

26. No person shall be admitted as a candidate for the examinations of any of the part after the lapse of six years after the admission to the first year of BBA course. However, under special circumstances, this period may be extended by one additional year (ie. total seven years) with special permission of Dean.

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