

Bachelor of Business Administration [B.B.A.]

(Subject to the modifications from time to time)
Syllabus to be implemented from the year 2019-20

■ **TITLE :-**

The degree shall be titled as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce

■ **OBJECTIVES :-**

1. To provide conceptual and an in-depth knowledge of different subjects of business education.
2. To inculcate different skill required in various live business Situations /Problems.
3. To build up self confidence and competency in students to take up self employable business Ventures
4. To give an adequate exposure to operational environment in the field of management.
5. To inculcate training to use techniques of management modern for the benefit of all parties concerned.
6. To inculcate Entrepreneurship skills.

■ **DURATION**

1. The course shall be a full time course.
2. The duration of course shall be three years.
3. The course shall be run on self-supporting basis.

■ **INTAKE CAPACITY :**

80 students.

■ **ELIGIBILITY**

1. A candidate for being eligible for admission to the Degree Course in Business Administration Shall have passed XII Std. Examination with minimum qualifying marks for the candidates from all the categories will be 45% of the Maharashtra Board of Higher Secondary Education or its equivalent or any Diploma of not less than two years.
2. Every eligible candidate has to pass a Common Entrance Test to be conducted by the University to get admission in First year B.B.A.

■ **MEDIUM OF INSTRUCTION**

The medium of instructions shall be in English only.

Bachelor of Business Administration (B.B.A.) Program

Sr.No.	Revised Regulations
CBCS R.B.B.A. 1	<p>Scheme of Examination : B.B.A. Program will be conducted through CBCS Semester pattern. There shall be a examination at the end of each semester. Each course (subject) during each semester will carry 100 marks. Out of this, 50 marks will be allotted to University theory papers and 50 marks to be given by each college through internal evaluation. Out of this, 50 marks 30 marks for mid semester test, 10 marks for internal evaluation i.e. oral for Sem - I & Sem - VI, Seminar fo Sem II, Home assignment for Sem III and Sem V Group Discussion for Sem IV. The remaining 10 marks of the Internal Assessment shall be based on Attendance. The marks based on attendance shall be awarded as given below :</p> <p>75% to 80% - 04 marks 81% to 85% - 06 marks 86% to 90% - 08 marks 91% to 100% - 10 marks.</p> <p>The record of all internal marks should be strictly maintained by faculty member. Each student should prepare seminar / Home assignment of 2 to 3 pages and Group discussion report submit to related faculty.</p> <p>Field visit : Sem V The candidate shall visit to respective firms/organizations/markets/ companies for whole semester and prepare a mini project on field visit. The faculty shall organize and guide to the candidate regarding field visit and preparing the report. The report shall evaluate by the faculty at the end of Sem V and submit the marks online as well as hard copy. The faculty should keep the record properly.</p> <p>Project Report and Viva-voce : Sem VI</p> <ol style="list-style-type: none"> I. The project report in the sixth semester carries 100 marks. (70 marks for project and 30 marks for viva-voce. There shall be single evaluation of project report and this will be done simultaneously along with vive-voce. Internal assessment does not carry any marks. II. Examiners (University appointed) shall evaluate project report and conduct viva-voce and chairman should filling online marks and hard copy submit to the University examination department. The viva-voce committee appointed by University should have two experts and one should be Chairman of committee.

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Standard of Passing :

- I. A candidate must obtain minimum 40% of the marks in each University and internal examination paper as well as mini and major project report.
- II. For environmental studies Semester IV the candidate shall have to score 28 marks out of 70 marks theory paper and 12 marks out of 30 for project work.
- III. There shall be a separate head of passing in Theory and Internal examination. However, ATKT rules shall be made applicable in respect of theory paper (University Examination) only.
- IV. A candidate who fails in any number of subjects during semester - I & II shall be admitted to B.B.A. - II (appear for semester - III & Semester IV examination.)
- V. However the candidate shall not be admitted to B.B.A. - III (Semester V) unless he/she passed in all the subjects at B.B.A. - I (Semester - I & Semester - II)
- VI. A candidate who fails in any number of subjects during Semester - III & IV shall be admitted for B.B.A. III & allowed to appear for Semester V & VI examination.

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Gradation Chart :

Marks obtained	Numerical Grade (Grade Point)
Absent 0	(Zero)
0 to 40	0 to 4
41 to 50	5
51 to 60	6
61 to 70	7
71 to 80	8
81 to 90	9
91 to 100	10

CGPA	Letter Grade
-	-
0.00 to 3.99	F (Fail)
4.00 to 4.99	C (Satisfactory)
5.00 to 5.99	B (Average)
6.00 to 6.99	B+ (Good)
7.00 to 7.99	A (Very Good)
8.00 to 8.99	A+ (Excellent)
9.00 to 10.0	O (Outstanding)

Note :

- i) Marks obtained ≥ 0.5 shall be rounded off to next higher digit.
- ii) The SGPA & CGPA shall be rounded off to 2 decimal points.

Calculation of SGPA & CGPA :

1. Semester Grade Point Average (SGPA)
SGPA = $\frac{\text{Course credits} \times \text{Grade Points obtained of a semester}}{\text{Course credits of respective semester}}$
2. Cumulative Grade Point Average (CGPA)
CGPA = $\frac{\text{Total credits of a semester} \times \text{SGPA of respective semester of all semesters}}{\text{Total course credits of all semesters}}$

CBCS R.B.B.A. 4	Structure of Programme : Following shall be the Structure and course list. (i) Structure – I for B.B.A. Part - I (ii) Structure – II for B.B.A. Part - II (iii) Structure – III for B.B.A. Part - III
CBCS R.B.B.A. 5	List of courses (i) for B.B.A. Part - I (ii) for B.B.A. Part - II (iii) for B.B.A. Part - III

CBCS R.B.B.A. 4 : (i) Structure of B.B.A. Programme Sem I & II

CBCS BBA Structure Sem - I & II

Semester - I

STRUCUTRE - 1

Duration - 06 Months

		Teaching Scheme				Examination Scheme					
Sr.		Theory (Th)			Practical	Theory			Internal Exam.		
	Course Type	No. of Lecture	Hours	Credits	Practical	Papers Hours	Max.	Min.	Internal	Max.	Min.
1.	CC-A1	4	4	4	No Practical	2	50	20	Mid Term (30) + Oral (30) + Attendance (10)	50	20
2.	CC-A2	4	4	4		2	50	20		50	20
3.	CC-A3	4	4	4		2	50	20		50	20
4.	GEC-G1	4	4	4		2	50	20		50	20
5.	AECC-C1	4	4	4		2	50	20		50	20
6.	CCC-1	—	—	—		-	-	-	Test (non Credit)	25	10
	TOTAL	20	20	20		-	250	-	250 Theory + Internal 250 + 250 = 500		

Semester - II

Duration - 06 Months

		Teaching Scheme				Examination Scheme					
Sr.		Theory (Th)			Practical	Theory			Internal Exam.		
	Course Type	No. of Lecture	Hours	Credits	Practical	Papers Hours	Max.	Min.	Internal	Max.	Min.
1.	CC-A4	4	4	4	No Practical	2	50	20	Mid Term (30) + Oral (30) + Attendance (10)	50	20
2.	CC-A5	4	4	4		2	50	20		50	20
3.	CC-A6	4	4	4		2	50	20		50	20
4.	GEC-G2	4	4	4		2	50	20		50	20
5.	AECC-C2	4	4	4		2	50	20		50	20
6.	SEC-2	—	—	—		-	-	-	Test (non Credit)	25	10
	TOTAL	20	20	20		-	250	-	250 Theory + Internal 250 + 250 = 500		
	GRAND TOTAL	40	40	40			500		Theory + Internal 500 + 500 = 1000		

NOTE : 1. CC : Core Course 2. GES : Generic Elective Course 3. AECC : Ability Enhancement Compulsory Course 4. SEC : Skill Enhancement Course

(ii) Structure of B.B.A. Programme Sem III & IV**STRUCUTRE - 2****Semester - III Duration - 06 Months**

		Teaching Scheme				Examination Scheme					
Sr.		Theory (Th)			Practical	Theory			Internal Exam.		
	Course Type	No. of Lecture	Hours	Credits	Practical	Papers Hours	Max.	Min.	Internal	Max.	Min.
1.	CC-B1	4	4	4	No Practical	2	50	20	Mid Term (30)+Home Assignment (10) + Attendance (10)	50	20
2.	CC-B2	4	4	4		2	50	20		50	20
3.	CC-B3	4	4	4		2	50	20		50	20
4.	GEC-G3	4	4	4		2	50	20		50	20
5.	AECC-C3	4	4	4		2	50	20		50	20
6.	AECC-EVS	4	4	4		-	-	-		-	-
	TOTAL	24	24	24		-	250	-	250 Theory + Internal 250 + 250 = 500		

Semester - IV Duration - 06 Months

		Teaching Scheme				Examination Scheme					
Sr.		Theory (Th)			Practical	Theory			Internal Exam.		
	Course Type	No. of Lecture	Hours	Credits	Practical	Papers Hours	Max.	Min.	Internal	Max.	Min.
1.	CC-B4	4	4	4	No Practical	2	50	20	Mid Term (30)+Group Discussion (10) + Attendance (10)	50	20
2.	CC-B5	4	4	4		2	50	20		50	20
3.	CC-B6	4	4	4		2	50	20		50	20
4.	GEC-G4	4	4	4		2	50	20		50	20
5.	AECC-C4	4	4	4		2	50	20		50	20
6.	AECC-EVS	-	-	-		3	70	28	Project	30	12
	TOTAL	20	20	20		-	320	-	280 Theory + Internal 320 + 280 = 600		
	GRAND TOTAL	44	44	44			570		Theory + Internal 570 + 530 = 1100		

NOTE: 1. CC : Core Course 2. GES : Generic Elective Course 3. AECC : Ability Enhancement Compulsory Course 4. EVS : Environmental Science

CBCS R.B.B.A. 5 : List of courses (Subjects) :**i) B.B.A. Part 1 (Sem I & II)**

Semester - I		Semester - II	
Course code	Course (Subject)	Course code	Course (Subject)
Core Course			
CC-A1	Fundamental of Business Management	CC-A4	Accounting for Managers
CC-A2	Principles of Marketing	CC-A5	Human Resource Management
CC-A3	Micro Economics	CC-A6	Macro Economics
General Elective Course			
GEC-G1	Information Technology in Busi. Mgt.	GEC-G2	Business Communication Paper - II
Ability Enhancement Compulsory Course			
AECC-C1	Business Communication Paper I	AECC-C2	Business Communication Paper - II
Compulsory Civic Course (CCC)/Skill Enhancement Course (Compulsory)*			
CCC-1	Democracy, Elections and Good Governance (Non-Credit)	SEC-1	Any one from - Business Communication & Presentation/Event Management/Personality Development/Yoga & physical Management/Resume, Report & Proposal Writing

- The syllabus for Compulsory Civic Course (CCC) and Skill Enhancement Course are provided on University website, which are common for all graduate programs.

B.B.A. Sem III & IV from Academic Year 2020-2021

Semester - III		Semester - IV	
Course code	Course (Subject)	Course code	Course (Subject)
Core Course			
CC-B1	Fundamental of Entrepreneurship	CC-B4	Entrepreneurship Project Management
CC-B2	Cost Accountancy	CC-B5	Management Accounting
CC-B3	Service Marketing	CC-B6	Rural and Retail Marketing
General Elective Course			
GEC-G3	Forms of Business Organization	GEC-G4	Research Methodology
Ability Enhancement Compulsory Course			
AECC-C3	Statistical Techniques	AECC-C4	Statistics for Decision Making
AECC-EVS	Environmental Science		

B.B.A. Part 3 (Sem V & VI)

Semester - V		Semester - VI	
Course code	Course (Subject)	Course code	Course (Subject)
Core Course			
CC-C1	Fundamental of Business Law	CC-C4	Fundamental of Taxation
CC-C2	Human skills	CC-C5	Business Ethics
CC-C3	Management Historians	CC-C6	Organizational Behaviour
Discipline Specific Elective - Marketing			
DSE-A1	Digital Marketing	DSE-A3	International Marketing
DSE-A2	Field visit/Report (Mini Project)	DSE-A4	Project - Major
Discipline Specific Elective - Finance			
DSE-B1	Financial Management	DSE-B3	Business Finance
DSE-B2	Field visit/Report (Mini Project)	DSE-B4	Project-Major
Compulsory Civic Course (CCC) Skill Enhancement Course (Compulsory)			
CCC2	Constitution of India and Local Self Government (Non Credit)	SEC-II	Any one from Interview and Personal Presentation Skill/ Entrepreneurship Development Skill/Travel & Tourism/E-Banking & Financial Services/RTI & Human Right Education (HRE), IPR & Patents