BHARATI VIDYAPEETH

[DEEMED TO BE UNIVERSITY]

'A' Grade University Status by Ministry of HRD, Govt. of India

Re-Accredited by NAAC with 'A$^+$' Grade

SCHOOL OF ONLINE EDUCATION

FACULTY OF MANAGEMENT STUDIES

BACHELOR OF BUSINESS ADMINISTRATION (BBA)

Choice Based Credit System (CBCS)

(w.e.f. 2019 - 20)

SYLLABUS

Course Structure

Applicable with effect from 2019-20

Bharati Vidyapeeth

[Deemed to be University], Pune

Faculty of Management Studies

Bachelor of Business Administration Programme (BBA)

Course Structure

(To be effective from 2019-20)

The BBA Programme……

The Bachelor of Business Administration Programme (BBA) is a full time three year programme offered by Bharati Vidyapeeth Deemed University (BVDU), Pune School of Online Education. The University is accredited by NAAC with an 'A' grade. The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses. The BBA programme focuses on imparting to students the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavour. While designing the BBA course, the above facts are considered and the requirements for higher studies and immediate employment are visualized. This effort is reflected in the Vision and Mission statements of the BBA programme. Of course, the statements also embody the spirit of the vision of Dr. Patangraoji Kadam, the Founder of Bharati Vidyapeeth and Chancellor, Bharati Vidyapeeth (Deemed to be University) which is to usher in "Social Transformation Through Dynamic Education."

Vision

To prepare the students to cope with the rigor of Post Graduate Programmes in India and Abroad as well as to prepare them for managing Businesses globally and as Entrepreneurs who will also be sensitive to societal concerns.

Mission

To impart sound conceptual knowledge and skills in the field of Business Management studies that can be leveraged for enhancing career prospects and higher education in the said discipline.

Objectives

The Bachelor of Business Administration (BBA) degree programme has the following objectives…

- To provide students with an in-depth knowledge of Management and Business concepts
- To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organisations at a global level
- To prepare students for the responsibilities and career opportunities with corporations and as entrepreneurs.

The duration of the BBA degree programme shall be of three years divided into six Semesters. i.e. BBA Part – I (Sem-I & II), BBA Part – II (Sem-III & IV) and BBA Part – III (Sem V & VI). The medium of instruction and examination will be only English.

Eligibility Requirements

A candidate applying for BBA programme should have passed higher secondary or equivalent examination (10 + 2) of any recognized Board.

Grading System for Programmes under Faculty of Management Studies:

1.   **Grade Points**: The Faculty of Management Studies, Bharati Vidyapeeth (Deemed to be University) has suggested the use of a 10-point grading system for all programmes designed by its various Board of Studies. A grading system is a 10-point system if the maximum grade point is 10. The system is given in Table I below.

Table I: The 10-point Grading System Adapted for Programmes under FMS

Range of Percent Marks	[80, 100]	[70, 79]	[60, 69]	[55, 59]	[50, 54]	[40, 49]	[00, 39]
Grade Point	10.0	9.0	8.0	7.0	6.0	5.0	0.0
Grade	**O**	**A+**	**A**	**B+**	**B**	**C**	**D**

Formula to calculate GP is as under:
Set x = Max/10 where Max is the maximum marks assigned for the examination (i.e. 100)

Formula to calculate the individual evaluation

Range of Marks	Formula for the Grade Point
$8x \leq$ Marks$\leq 10x$	10
$5.5x \leq$ Marks$<8x$	Truncate (M/x) +2
$4x \leq$ Marks$<5.5x$	Truncate (M/x) +1

2. Scheme of Examination: Courses having Internal Assessment (IA) and University Examinations (UE) shall be evaluated by the respective institutes and the University at the term end for **30(Thirty)** and **70(Seventy)** Marks respectively. The total marks of IA and UE shall be 100 Marks and it will be converted to grade points and grades.

CCA (Comprehensive Continuous Assessment) – Internal Assessment (IA) of courses will be evaluated in various ways such as
Assignments
Tests
Cases
Activity
Mini Projects etc.

3. Standard of Passing:

For all courses, both UE and IA constitute separate heads of passing (HoP). In order to pass in such courses and to earn the assigned credits, the learner must obtain a minimum grade point of 5.0 (70% marks) at UE and also a minimum grade point of 5.0 (30% marks) at IA.

If learner fails in IA, the learner passes in the course provided, he/she obtains a minimum 25% marks in IA and GPA for the course is at least 6.0 (50% in aggregate). The GPA for a course will be calculated only if the learner passes at UE.

A student who fails at UE in a course has to reappear only at UE as backlog candidate and clear the Head of Passing. Similarly, a student who fails in a course at IA he has to reappear only at IA as backlog candidate and clear the Head of Passing. to secure the GPA required for passing.

The 10 point Grades and Grade Points according to the following table

Range of Marks (%)	Grade	Grade Point
80≤Marks≤100	O	10
70≤Marks<80	A+	9
60≤Marks<70	A	8
55≤Marks<60	B+	7
50≤Marks<55	B	6
40≤Marks<50	C	5
Marks < 40	D	0

The performance at UE and IA will be combined to obtain GPA (Grade Point Average) for the course. The weights for performance at UE and IA shall be 70% and 30% respectively.

GPA is calculated by adding the UE marks out of 70 and IA marks out of 30.The total marks out of 100 are converted to grade point, which will be the GPA.

Formula to calculate Grade Points (GP)

Suppose that "Max" is the maximum marks assigned for an examination or evaluation, based on which GP will be computed. In order to determine the GP, Set x = Max/10 (since we have adopted 10 point system). Then GP is calculated by the following formulas

Range of Marks	Formula for the Grade Point
$8x \leq Marks \leq 10x$	10
$5.5x \leq Marks < 8x$	Truncate (M/x) +2

$4x \leq \text{Marks} < 5.5x$	Truncate $(M/x) +1$

Two kinds of performance indicators, namely the Semester Grade Point Average (SGPA) and the Cumulative Grade Point Average (CGPA) shall be computed at the end of each term. The SGPA measures the cumulative performance of a learner in all the courses in a particular semester, while the CGPA measures the cumulative performance in all the courses since his/her enrollment. The CGPA of learner when he /she completes the programme is the final result of the learner.

The SGPA is calculated by the formula

$$SGPA = \frac{\sum C_k * GP_k}{\sum C_k},$$

where, Ck is the Credit value assigned to a course and GPk is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study during the Semester, including those in which he/she might have failed or those for which he/she remained absent. **The SGPA shall be calculated up to two decimal place accuracy.**

The CGPA is calculated by the following formula

$$CGPA = \frac{\sum C_k * GP_k}{\sum C_k}$$

where, Ck is the Credit value assigned to a course and GPk is the GPA obtained by the learner in the course. In the above, the sum is taken over all the courses that the learner has undertaken for the study from the time of his/her enrollment and also during the semester for which CGPA is calculated.

The CGPA shall be calculated up to two decimal place accuracy.
The formula to compute equivalent percentage marks for specified CGPA:

	$10 * CGPA-10$	If $5.00 \leq CGPA < 6.00$
	$5 * CGPA+20$	If $6.00 \leq CGPA < 8.00$
% marks (CGPA)	$10 * CGPA-20$	If $8.00 \leq CGPA < 9.00$
	$20 * CGPA-110$	If $9.00 \leq CGPA < 9.50$
	$40 * CGPA-300$	If $9.50 \leq CGPA \leq 10.00$

Award of Honours:

A student who has completed the minimum credits specified for the programme shall be declared to have passed in the programme. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks (%)
9.5≤CGPA ≤10	O	Outstanding	80≤Marks≤100
9.0≤CGPA ≤9.49	A+	Excellent	70≤Marks<80
8.0≤CGPA ≤8.99	A	Very Good	60≤Marks<70
7.0≤CGPA ≤7.99	B+	Good	55≤Marks<60
6.0≤CGPA ≤6.99	B	Average	50≤Marks<55
5.0≤CGPA ≤5.99	C	Satisfactory	40≤Marks<50
CGPA below 5.0	F	Fail	Marks below 40

c) **ATKT Rules:**

1. A student is allowed to carry any number of backlog subjects' upto Semester IV.
2. A student must pass Semester I and Semester II to appear for Semester V.

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BBA – Sem I and Sem II w.e.f 2019-20

	Semester I					
Code	**Course Title**	**Credits**	UE	IA	Total Marks	Examination Pattern
101	Business English - Communication.	2	70	30	100	UE & IA
102	Business Organization & Systems	4	70	30	100	UE & IA
103	Micro Economics	4	70	30	100	UE & IA
104	Business Accounting.	4	70	30	100	UE & IA
105	Foundations of Mathematics and Statistics	4	70	30	100	UE & IA
106 (Open Course)	Community Work-I		-	-	50	
	Career & Life Skills					
	Waste management	2				IA
	Total Credits	20			550	

	Semester II					
Code	Course Title	Credit	UE	IA	Total Marks	Examination Pattern
201	Business Statistics	4	70	30	100	UE & IA
202	Principles of Management	4	70	30	100	UE & IA
203	Macro Economics	4	70	30	100 / 100	UE & IA
204	Management Accounting	4	70	30	100	UE & IA
205	Environmental Science	2	70	30	100	UE & IA
206 (Open Course)	Community Work – II / Sectoral Analysis / Smart Cities	2	-	-	50	IA
	Total Credits	20			550	

Semester III						
Code	Course Title	Credit	UE	IA	Total Marks	Examination Pattern
301	Entrepreneurship Development	4	70	30	100	UE & IA
302	Organizational Behavior.	4	70	30	100	UE & IA
303	Principles of Marketing.	4	70	30	100	UE & IA
304	Introduction to Financial Management	4	70	30	100	UE & IA
305	Computer Applications for Business	2	70	30	100	UE & IA
306	Introduction to Business Analytics	4	70	30	100	UE & IA
307 (Open Course)	Community Work - III		-	-	50	
	Start-up Management					
	Agro Tourism	2				IA
	Total Credits	24			650	

Code	Course Title	Credit	UE	IA	Total Marks	Examination Pattern
Semester IV						
401	Business Laws	4	70	30	100	UE & IA
402	Human Resource Management	4	70	30	100	UE & IA
403	International Business	4	70	30	100	UE & IA
404	Business Research	4	70	30	100	UE & IA
405	Business Ethics	2	70	30	100	UE & IA
406	Societal Concerns and NGO Operations	2	70	30	100	UE & IA
407 (Open Course)	Community Work -IV		-	-	50	IA
	Basics of Taxation					
	Meditation & Yoga - I	2				
		22			650	

Exam Evaluation Pattern

UE – University Evaluation /   IA – Internal Assessment

Semester V						
Code	**Course Title**	**Credit**	UE	IA	Total Marks	Examination Pattern
501	Introduction to Operations Research	4	70	30	100	UE & IA
502	Services Management	4	70	30	100	UE & IA
503	Consumer Behaviour	4	70	30	100	UE & IA
504	Elements of Financial Services	4	70	30	100	UE & IA
505	Project Work	4	70	30	100	UE & IA
506 (Open Course)	Social Media Management		-	-	50	
	Road Safety & Management					
	Event Management	2				IA
	Total Credits	22			550	

Semester VI						
Code	Course Title	Credit	UE	IA	Total Marks	Examination Pattern
601	Introduction to Strategic Management	4	70	30	100	UE & IA
602	Performance and Compensation Management	4	70	30	100	UE & IA
603	Enterprise Resource Planning (ERP)	4	70	30	100	UE & IA
604	Enhancing Personal & Professional Skills	4	70	30	100	UE & IA
605	Disaster Management	2	70	30	100	UE & IA
606 (Open Course)	Business Ethics		-	-		
	Basics of Hospitality					
	Meditation & Yoga - II	2			50	IA
		20			550	

Exam Evaluation Pattern

UE – University Evaluation

IA – Internal Assessment