

**(6) BACHELOR OF BUSINESS ADMINISTRATION (BBA):
Structure and Brief Syllabi of BBA**

The Bachelor of Business Administration (BBA) programme is a three years degree course aims to impart in-depth knowledge and broad understanding of the basics of management. The BBA Course focuses on various area of management and prepares students for a career in Management Administration. The broad objectives of the course are:–

- (i) To provide high quality, value-based, career-oriented education for students.
- (ii) To facilitate students in understanding, developing, integrating and applying both core and specialized concept and practices.
- (iii) To provide energetic, effective, efficient and ethical graduate to meet the desired needs of the dynamic world and serve the society.

Eligibility:–Pass in 10+2 (any discipline).

Scheme of Examination -For all students admitted to BBA course, it will be necessary to pass in each paper of each Part of the examination to be taken at the end of each academic session. To pass in each paper, a student must secure at least 33% of marks in each paper separately. To determine 33% of marks in each paper, the marks obtained by a student, both in term-end written examination and practical work/home assignment, shall be clubbed and counted together and percentage determined accordingly. However, if a candidate has secured zero mark in term-end examination or the home assignment/practical examination, as the case may be, in any paper, he /she will be deemed to have failed in that paper. Failure in one paper will mean failure in that Part of the examination. Hence, students must strive hard to pass separately in each paper. The term-end examination shall be held for each Part of the course at the end of each academic session and it will be compulsory to pass in each Part of the examination before a student is promoted to the next Part.

The BBA programme consists of 18 papers in all; divided into three parts. The distribution of marks between written examination, assignment and practical work will be as follows:

Paper	Title of the paper	Distribution of Marks Between Theory and Practical /Assignment			Minimum Marks required to pass the examination (written exam. + practical/ Assignment)
		Written exam	Assignment	Practical	
PART-I					
1	Business and Management	80	20	-	33
2	Foundation Course in Humanities and Social Sciences	80	20		33
3	Business Communication	80	20	-	33
4	Business Economics	80	20	-	33
5	Computer Fundamental	50		50	33
6	Business Organization	80	20	-	33
	Total	450	100	50	198
PART-II					
7	Human Resource Management	80	20	-	33
8	Strategic Management	80	20	-	33
9	Marketing Management	80	20	-	33
10	Business Finance	80	20		33
11	Management of Information System	80	20	-	33
12	Financial Management	80	20	-	33
	Total	480	120	-	198
PART-III					
13	Organizational Behaviour	80	20		33
14	Risk and Insurance Management	80	20		33
15	International Business	80	20		33
16	Cost and Management Accounting	80	20		33
17	E. Commerce	80	20		33
18	Legal Aspect of Indian Business	80	20		33
	Total	480	120	-	198