



FACULTY OF MANAGEMENT
Department of Business Administration
M.J.P. Rohilkhand University, Bareilly

ORDINANCE AND SYLLABI

of

Bachelor of Business Administration (BBA)

BBA is a three years full time programme. The course structure and programme ordinance are as follows,:

Course structure:

The programme shall be of three years duration i.e. 1st, 2nd & 3rd year, each year consists of two semesters. The list of papers offered during these 1st, 2nd & 3rd years of the programme shall be as follows.

FIRST YEAR

Ist Semester

Paper Code	Title of Paper	Max. Marks	
		Internal	External
BBA-N101	Business Organisation	30	70
BBA-N102	Business Maths	30	70
BBA-N103	Principles of Economics	30	70
BBA-N104	Book-Keeping & Basic Accounting	30	70
BBA-N105	Business Laws	30	70
BBA-N106	Fundamentals of Business Management	30	70
BBA-N107	VIVA-VOCE	30	70
Total Marks		180	420

2nd Semester

Paper Code	Title of Paper	Max. Marks	
		Internal	External
BBA-N201	Business Environment	30	70
BBA-N202	Business Communication	30	70
BBA-N203	Indian Economy	30	70
BBA-N204	Principles of Accounting	30	70
BBA-N205	Organisational Behaviour	30	70
BBA-N206	Business Statistics	30	70
BBA-N207	Presentation & Viva-voce	30	70
Total Marks		210	490

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SECOND YEAR

3rd Semester

Paper Code	Title of Paper	Max. Marks	
		Internal	External
BBA-N301	Organisational Behaviour <i>Adv. Mktg</i>	30	70
BBA-N302	Indian Banking System	30	70
BBA-N303	Human Resource Management	30	70
BBA-N304	Marketing Management	30	70
BBA-N305	Company Accounts	30	70
BBA-N306	Company Law	30	70
BBA-N307	VIVA VOCE		150
Total Marks		180	420 520

4th Semester

Paper Code	Title of Paper	Max. Marks	
		Internal	External
BBA-N401	Consumer Behaviour	30	70
BBA-N402	Financial Management	30	70
BBA-N403	Production Management	30	70
BBA-N404	Sales Management	30	70
BBA-N405	Research Methodology	30	70
BBA-N406	Operations Research	30	70
BBA-N407	Market Survey Report & Viva-voce	30	70
Total Marks		210	490

THIRD YEAR

5th Semester

Paper Code	Title of Paper	Max. Marks	
		Internal	External
BBA-N501	Managerial Economics	30	70
BBA-N502	Entrepreneurship & Small Business Management	30	70
BBA-N503	Income Tax Laws and Accounting	30	70
BBA-N504	Cost & Management Accounting	30	70
BBA-N505	Industrial Law	30	70
BBA-N506	Fundamentals of Computers	30	70
BBA-N507	VIVA VOCE		100
Total Marks		180	420 520

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6th Semester

Paper Code	Title of Paper	Max. Marks	
		Internal	External
BBA-N601	International Trade	30	70
BBA-N602	Strategic Management & Business Policy	30	70
BBA-N603	Central Sales Tax & Trade Tax in UP	30	70
BBA-N604	Management Information System	30	70
BBA-N605	Auditing	30	70
BBA-N606	Fundamentals of e-Commerce	30	70
BBA-N607	Project Report & Evaluation	30	70
BBA-N608	Comprehensive Viva-voce	--	100
Total Marks		210	590

1- Admission:

Admission to BBA - I year (semester II)

Admission to BBA - I year (semester II) shall be given to those students who have successfully cleared at least three papers out of six papers and not declared as failed.

Admission to BBA II year

Admission to BBA II year (III Semester) shall be opened to those who, have cleared successfully at least three papers out of six papers offered for BBA -I year (semester-I) as well as at least three papers out of theory papers offered in BBA I year (semester II) exams and not declared as failed in any semester.

Admission to BBA II year (IV semester) shall be given to those students who have cleared at least 3 papers out of the six papers offered in BBA III semester exams and not declared as failed.

Admission to BBA III year

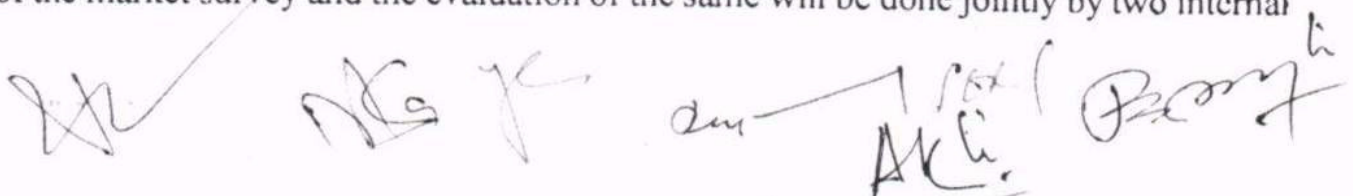
Admission to BBA III year (V semester) will be opened to those who have successfully cleared at least three papers out of the six papers offered for BBA- II year (semester III) as well as at least three papers out of the six theory papers offered in BBA-II year (semester IV) exams and not declared as failed in any of the exams.

Admission to BBA-III year (VI semester) shall be given to those students who have cleared successfully at least three papers out of the six papers offered for BBA III year (semester V) exam and not declared as fail in any of the exams.

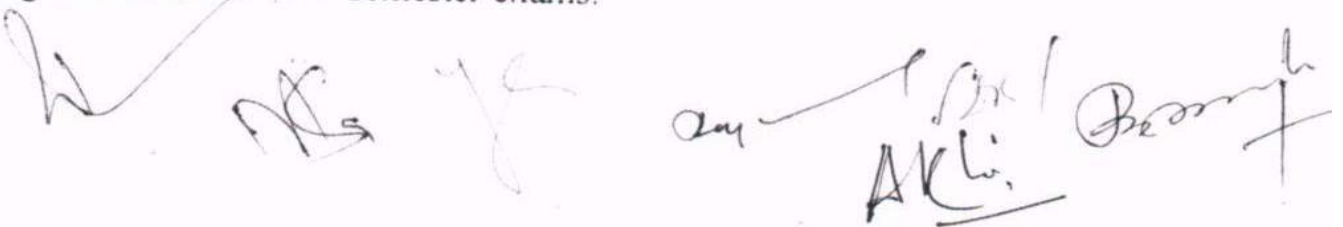
2- **English** shall be the medium of instruction in lectures, University examinations, Admission test/s (Including Presentations and Viva Voce)

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 30 marks. Later on at the end of the second semester, viva voce would be conducted jointly by two examiners, one internal and one external who will be the university teacher/senior business executives. For this maximum marks shall be 70.

4- **The Market Survey (BBA-N407)** work shall be carried out by the students during the IV semester under the guidance of a faculty member. All students will have to give presentation of the market survey and the evaluation of the same will be done jointly by two internal



- faculty members for 30 marks. Later on the at the end of IV semester viva voce would be conducted jointly by two examiners, one internal and one external who shall be the university teachers /senior business executives. The maximum marks for this viva voce will be 70.
- 5- Project work** shall be carried out by the students during the VI semester under the guidance of a faculty member. All students will have to give presentation of the Project Report (BBA-N607) and the evaluation of the same will be done jointly by two internal faculty members for 30 marks. Later on the at the end of VI semester viva voce would be conducted jointly by two examiners, one internal and one external who shall be the university teachers/ senior business executives. The maximum marks for this viva voce will be 70.
- 6- The comprehensive viva voce (BBA-N608)** in III year, sixth semester will be compulsory and shall carry 100 marks. Viva voce will be conducted jointly by one external examiner and one internal examiner.
- 7- End semester examination:** All papers will be of 03 hours duration. The maximum marks allotted for each paper will be 70.
- 8- Mid semester examination:** There shall be one mid semester written examination of two hours duration for each paper, which shall carry 20 marks. This exam will be compulsory for the student. In case, if any student fails to appear in one or more papers on medical ground then he/she may be provided one more chance during the same semester with due permission of the principal / director of the institution on the payment of re-examination fee of Rs 1000/- for one or more papers.
- 9- Guidelines for internal evaluation :**
- a) It shall be based on verifiable means.
 - b) The distribution of marks of internal evaluation will be as follows :
 - (i) Written test 20 marks
 - (ii) One term paper /assignments/presentations/regularity in attendance 10 marks
 - c) All assignments will be submitted in his/her hand writing only.
- 10- The maximum marks allotted for each paper will be as follows:**
- (i) End semester examination 70 marks
 - (ii) Internal evaluation 30 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 minimum of 40% marks but secures 20% or more marks in not more than three 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 and II semester of BBA Part I exams.
- In case of BBA V semester, only those candidates will be admitted who have cleared at least three papers in each of III and IV semester of BBA part II exams. The exams of the back papers will held along with 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 admission.
- If the candidate clears his I, II, III, IV, V semesters but obtain 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 and III & V semester exams.



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- 11- 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 the six semesters of BBA I, II, and III years.
- 12- If a candidate fails to appear in any viva voce, viva voce of project work or comprehensive viva voce then he may be provided a second chance with due permission of the registrar on the payment of prescribed fee for each viva voce.
- 13- No regular admission will be given to failed students. Any candidate who fails in the exams or is entitled to carry over papers as "back papers" may reappear 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.
- 14- There will be no re-evaluation or supplementary exams.
- 15- The syllabi will be prescribed by the Board of Studies.
- 16- A candidate to be admitted to the examination in any semester 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 maximum of three), according to his choice in order to secure the minimum marks, prescribed to pass in the aggregate.
- 17- The award of the division to the successful candidate will be on the basis of the combined results of BBA part I, II and III (of six semester) as follows:
- | | |
|---------------------------------------|-------------|
| (i) Candidates securing 60% and above | I Division |
| (ii) All others | II Division |
- 18- The student will have to fulfil the minimum requirement of attendance as per the rule of university.
- 19- 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 (i.e. total seven years) with the special permission of Dean.
- 20- **Grace marks** in individual semester, may be granted in one paper with one mark only. This mark will not be counted in Grand-Total. This rule will also apply in case of **Back in Aggregate**.

21- VIVA-VOCE Examination of Semester I, III and V shall carry maximum 100 marks.

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AKh. Prasad
14/08/04