



RASHTRASANT TUKADOJI MAHARAJ NAGPUR UNIVERSITY

"(Established by Government of Central Provinces Education Department by Notification No. 513 dated the 1st of August, 1923 & presently a State University governed by Maharashtra Public Universities Act, 2016 (Mah. Act No. VI of 2017).)"

DIRECTION NO. 40 OF 2023

ADMISSIONS AND EXAMINATIONS LEADING TO THE AWARD OF THE CERTIFICATE, DIPLOMA OR DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION (BBA) (OUTCOME BASED) (CHOICE BASED CREDIT SYSTEM), DIRECTION, 2023

Whereas, Maharashtra Public Universities Act 2016(VI of 2017)(hereinafter the Act) has come into force from 1st March, 2017;

AND

Whereas, the University has issued Direction to 27 of 2022 dealing with composition of the four faculties created by the Act, where under the earlier different faculties of the University have been merged into the four new faculties created by the Act, by which the subject of Business Administration has been included in the faculty of Commerce and Management;

AND

WHEREAS Direction No. 23 of 2017 entitled 'DIRECTION GOVERNING THE EXAMINATION LEADING TO THE DEGREE OF Bachelor of Business Administration (BBA) (CHOICE BASED CREDIT SYSTEM) (FACULTY OF COMMERCE AND MANAGEMENT), was issued by the Vice-Chancellor on 29th August 2017

AND

Whereas, MHRD, New Delhi & UGC issued the guidelines for implementation of NEP 2020 in all universities in UG & PG programs from academic session 2022-23. So it is necessary to restructure the complete scheme of examination incorporating curriculum features as mentioned in NEP 2020.

AND

Whereas, the Faculty of Commerce and Management in its meeting dated 24.6.22 has recommended to restructure the BBA programme so as to meet the expectations of new National Education Policy 2020, the said programme is to commence from academic year

 

2022-23, it was also resolve to empower the Hon'ble Vice Chancellor to accept the scheme once prepared and accepted by the Board of Studies for Business Management, on behalf of the Faculty of Commerce and Management;

AND

Whereas, the Academic Council in its meeting held on 8.7. 2022 vide item No. 22 has considered, accepted the recommendation of Faculty of Commerce and Management whereby authorized the Vice Chancellor to accept the Scheme of Examination and syllabi prepared by the Board of Studies in Business Management for the programme of Bachelor of Business Management in order to give effect to the provisions of National Education Policy 2020;

AND

Whereas, the Board of Studies in its meeting dated 13.7.22 has accepted the detailed scheme of examination and syllabus for the Bachelor of Business management with the option of award of Certificate and Diploma in between if the student so desires, as per the new National education Policy as prepared by the sub-committee with minor changes, the said programme is to commence from academic year 2022-23;

AND

Whereas, the Vice Chancellor has granted approval to the scheme of examination so prepared and accepted by the Board of Studies on behalf of the Faculty of Commerce and Management and the Academic Council as resolved by the Faculty of Commerce and Management and the Academic Council in their meetings dated 24.6.22 and 8.7.22 respectively;

AND

Whereas, Direction No. 41 of 2022 entitled "ADMISSIONS AND EXAMINATIONS LEADING TO THE AWARD OF THE CERTIFICATE, DIPLOMA OR DEGREE OF BACHELOR OF BUSSINESS ADMINISTARTION (BBA) (OUTCOME BASED) (CHOICE BASED CREDIT SYSTEM), DIRECTION, 2022", has lapsed by virtue of proviso to subsection (8) of section 12 of the Act, as the said Direction could not be converted in to an Ordinance within the prescribed time and since Ordinance making is a time consuming process and there is an urgency to regularized the admissions and examinations of BACHELOR OF BUSINESS ADMINISTRATION (BBA) (OUTCOME BASED)(CHOICE BASED CREDIT SYSTEM) incorporating the provisions of Direction since lapsed;

Now, therefore, I, **Dr. Subhash R. Chaudhari**, Vice-Chancellor Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur, in exercise of powers conferred upon me under provision of section 12(8) of the Maharashtra Public Universities Act, 2016, do hereby issue following Directions.

1. This Direction may be called '**ADMISSIONS AND EXAMINATIONS LEADING TO THE AWARD OF THE CERTIFICATE, DIPLOMA OR DEGREE OF BACHELOR OF BUSSINESS ADMINISTARTION (BBA) (OUTCOME BASED) (CHOICE BASED CREDIT SYSTEM), DIRECTION, 2023**'
2. This Direction shall come into force from the date of its issuance.

3. INTERPRETATION CLAUSE:

In this Direction, unless the context requires otherwise the words, phrases and abbreviations shall have following meaning:-

- a. **“AEC”** means the Ability Enhancement Course
- b. **“Academic Council”** means Academic Council of R.T.M. Nagpur University.
- c. **“ATKT”** refers to allowed to keep term in higher semester.
- d. **“Board of Studies”** means Board of Studies for various subjects of commerce in the faculty of Commerce and Management in the University.
- e. **“CC”** means Core Course.
- f. **“CIE”** means Continuous Internal Evaluation which refers to the Internal Assessment done at concerned college.
- g. **“Competent Authority”** (for admission purpose) means an “Authority” established or assigned the duty to regulate admissions in the course by the Government of Maharashtra or an authority constituted by the University, for this purpose.
- h. **“Credit Points”** refer to the product of No. of credits multiplied by the Grade Point for a given course/paper.
- i. **“Credit”** (C) for a course is dependent on the number of hours of instruction per week in that course, and is obtained by using a multiplier of one (1) for lecture and a multiplier of half (1/2) for practical (laboratory) hours.
- j. **“Course”** means a paper/subject (theory or practical) prescribed for any semester of the programme.
- k. **“Cumulative Grade Point Average (CGPA)”** refers to the Cumulative Grade Point Average weighted across all semesters (6 semesters)
- l. **“DSE”** means Discipline Specific Elective Course
- m. **“Degree”** means the Under Graduate Degree awarded after successful completion of the programme governed by this Direction.
- n. **“Fees”** means the fees prescribed by the University/ Shikshan Shulka Samiti of Government of Maharashtra, for the Under Graduate programme under this Direction, from time to time.
- o. **“GE”** means Generic Elective Course
- p. **“Grade letter”** is an index to indicate the performance of a student in a particular course (Paper). It is the transformation of actual marks secured by a student in a course/paper. Grade letters are O, A, B, C, P, F and AB.

- q. **“Grade Point”** is the weightage allotted to each grade letter depending on the range of marks awarded in a course/paper.
- r. **“Graduate programme”** means Bachelors' degree programme in Commerce (Computer Application).
- s. **“MOOC”** means Massive Open Online Course offered by SWAYAM/NPTEL or any other recognized University or Institution
- t. **“SEC”** means Skill Enhancement Course
- u. **“Semester Grade Point Average (SGPA)”** refers to the performance of the student in a given semester. SGPA is based on the total credit points earned by the student in all the courses and the total number of credits assigned to the courses/papers in a Semester.
- v. **“Student”** means student admitted to Bachelors degree programme in commerce under this direction.
- w. **“ODL”** means Online and Distance Learning
- x. **“University”** means Rashtrasant Tukadoji Maharaj Nagpur University.
4. There shall be Six Examinations leading to the degree of Bachelor of Business Administration (BBA) namely:
- (1) The **Bachelor of Business Administration (BBA)** – 1st Semester Examination,
 - (2) The **Bachelor of Business Administration (BBA)** – 2nd Semester Examination,
 - (3) The **Bachelor of Business Administration (BBA)** – 3rd Semester Examination,
 - (4) The **Bachelor of Business Administration (BBA)** – 4th Semester Examination,
 - (5) The **Bachelor of Business Administration (BBA)** – 5th Semester Examination and
 - (6) The **Bachelor of Business Administration (BBA)** – 6th Semester Examination.
5. The duration of the Degree Course under this shall be of three academic years divided into six semesters with the BBA 1st and 2nd Semester Examinations during the first academic year, the BBA 3rd and 4th Semester Examinations during the second year and the BBA 5th and 6th Semester Examinations during the third year.
6. The examinations specified in paragraph 3 above shall be held twice a year at such places and on such dates as may be fixed by the University.
7. The details of eligibility for **BBA Sem I** examination and admission:
- (A) For the **BBA 1st Semester**, Examinee shall have Passed the 12th Standard Examination of the Maharashtra State Board of Secondary and Higher Secondary Education, with English at Higher or Lower level and any Modern Indian Language at higher or lower level with any combination of optional subjects.
- OR**
- XII Standard Examination of Maharashtra State Board of Secondary and Higher Secondary Education in Vocational Stream with one language only; OR any other

examination recognized as equivalent thereto; in such subjects and with such standards of attainments as may be prescribed Minimum Competition vocation course (MCVC).

OR

Any other Equivalent Examination of any State / Central/ International Board in (10+2) pattern with any combination of subjects.

8. A collegiate candidate shall have pursued a regular course of study for not less than 90 days of the academic session before being examined for any semester examination of **BBA** in any recognized institution and or college affiliated to Rashtrasant Tukadoji Maharaj Nagpur University where the course is conducted.
9. An applicant for the Bachelor of Business Administration 1st, 2nd, 3rd, 4th, 5th or 6th Semester Examination shall have passed an examination specified in Clauses (A) of paragraph 6 not less than one academic year prior to his admission to the respective examination.
10. Without prejudice to the other provisions of Ordinance No. 6 relating to the Examinations in General, the provisions of Paragraphs 5, 7, 8, 10, 26 and 31 of the said Ordinance shall apply to every collegiate candidate.
11. The fees for the examination shall be as prescribed by the University from time to time and whenever any change is made in the fees prescribed for any examination that shall be notified through a notification for information of the examinees concerned.
12. Teaching and Examination Scheme for examinees of Bachelor of Business Administration 1st, 2nd, 3rd, 4th, 5th and 6th Semester Examinations shall be as given below:

**Teaching and Examination Scheme
Bachelor of Business Administration (BBA)
Three Year Degree Course (Outcome Based) (CBCS)
With effect from 2023-24**

(A)

**Bachelor of Business Administration (BBA)
BBA – Semester I**

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
				Total Periods per Week	Max. Marks (TH) *	Max. Marks (CIE)	Total Marks	Min. Passing Marks		
1	CC 1	English 1	1T1	5	80	20	100	40	100	4
2	CC 2	Evolution of Business	1T2	5	80	20	100	40	100	4

3	SEC 1	Foreign Language (French / German / Japanese) OR Aptitude Development -1 (Anyone)	1T3-A 1T3-B 1T3-C 1T3-D	5	00	100	100	40	100	4
4	SEC - 2	Basics of MS – Excel OR Financial Accounting using Tally (Anyone)	1P4-A 1P4-B	10	00	100	100	50	100	4
5	AEC 1	Foundations of Managerial Effectiveness	1T5	5	80	20	100	40	100	4
		Total		30	240	260	500	210	500	20

* Semester end examination

Note : 1. Duration of each theory class should be a minimum 48 minutes.

2. TH = Theory, IM = Internal Marks.

3. Minimum marks for passing the subject will be 40.

4. There would be combined passing for theory and internal assessment taken together.

5. **In case of practical courses the total periods per week should be 10.**

6. One credit is equivalent to one hour of Teaching, that is to say,

For each subject, 48 Minutes * 5 = 240 Minutes = 4 Hours per week i.e. 4 Credits.

7. Each semester will consist of 15 to 18 weeks of Academic Work equivalent to 90 actual teaching days.



(B)

BBA – Semester - II

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
				Total Periods per Week	Max. Marks (TH)	Max. Marks (CIE)	Total Marks	Min. Passing Marks		
1	CC 3	English 2	2T1	5	80	20	100	40	100	4
2	CC 4	Fundamentals of Business Management	2T2	5	80	20	100	40	100	4
3	CC 5	Cost & Management Accounting	2T3	5	80	20	100	40	100	4
4	AEC 2	Environmental Studies	2T4	5	80	20	100	40	100	4
5	GE 1	Sociology OR Hospitality and Tourism (Anyone)	2T5-A 2T5-B	5	80	20	100	40	100	4
		Total		25	400	100	500	200	500	20

Note : 1. Duration of each theory class should be a minimum 48 minutes.

2. TH = Theory, IM = Internal Marks.

3. Minimum marks for passing the subject will be 40.

4. There would be combined passing for theory and internal assessment taken together.

5. **In case of practical courses the total periods per week should be 10.**

6. One credit is equivalent to one hour of Teaching, that is to say,

For each subject, 48 Minutes * 5 = 240 Minutes = 4 Hours per week i.e. 4 Credits.

7. Each semester will consist of 15 to 18 weeks of Academic Work equivalent to 90 actual teaching days.

A student must compulsorily complete **all the core courses** (CC-1 to CC-5) of first year and **total 40 credits** by end of 2nd semester to be eligible to obtain **Certificate** at the end of 1st year, in case he/she desires to exit the program.

(C)

BBA – Semester - III

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
				Total Periods per Week	Max. Marks (TH)	Max. Marks (CIE)	Total Marks	Min. Passing Marks		
1	CC 6	Organizational Behavior	3T1	5	80	20	100	40	100	4
2	CC 7	Managerial Economics	3T2	5	80	20	100	40	100	4
3	SEC 3	Aptitude Development -2	3T3-A	5	00	100	100	40	100	4
		OR MS- Word and PowerPoint (Anyone)	3P3-B	10	00	100	100	50	100	
4	SEC 4	Advance Excel	3P4-A	10	00	100	100	50	100	4
		OR Business Analytics (Anyone)	3T4-B							
5	GE 2	Content Writing	3T5-A	5	00	100	100	40	100	4
		OR Healthy Living (Anyone)	3T5-B							
		Total		30/35	160	340	500	210/220	500	20

Note : 1. Duration of each theory class should be a minimum 48 minutes.

2. TH = Theory, IM = Internal Marks.

3. Minimum marks for passing the subject will be 40.

4. There would be combined passing for theory and internal assessment taken together.

5. In case of practical courses the total periods per week should be 10.

6. One credit is equivalent to one hour of Teaching, that is to say,

For each subject, 48 Minutes * 5 = 240 Minutes = 4 Hours per week i.e. 4 Credits.

7. Each semester will consist of 15 to 18 weeks of Academic Work equivalent to 90 actual teaching days.

(D)

BBA – Semester – IV

Sr. No	Course Type	Subjects	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
				Total Periods per Week	Max. Marks (TH)	Max. Marks (CIE)	Total Marks	Min. Passing Marks		
1	CC 8	Fundamentals of Marketing Management	4T1	5	80	20	100	40	100	4
2	CC 9	Fundamentals of Human Resource Management	4T2	5	80	20	100	40	100	4
3	CC 10	Fundamentals of Financial Management	4T3	5	80	20	100	40	100	4
4	GE 3	Financial Wellbeing OR Business Startup skills (Anyone)	4T4-A 4T4-B	5	80	20	100	40	100	4
5	GE 4	Business Psychology OR Indian Social Values and Business Ethics (Anyone)	4T5-A 4T5-B	5	80	20	100	40	100	4
		Total		25	400	100	500	200	500	20

Note : 1. Duration of each theory class should be a minimum 48 minutes.

2. TH = Theory, IM = Internal Marks.

3. Minimum marks for passing the subject will be 40.

4. There would be combined passing for theory and internal assessment taken together.

5. In case of practical courses the total periods per week should be 10.

6. One credit is equivalent to one hour of Teaching, that is to say,

For each subject, 48 Minutes * 5 = 240 Minutes = 4 Hours per week i.e. 4 Credits.

7. Each semester will consist of 15 to 18 weeks of Academic Work equivalent to 90 actual teaching days.

A student must compulsorily complete **all the core courses** (CC-1 to CC-10) of first and second year and total 80 credits by end of 4th Semester to be eligible to obtain **Diploma** at the end of 2nd year, if he/she desires to exit the program.

(E)

BBA – Semester - V

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
				Total Periods per Week	Max. Marks (TH)	Max. Marks (CIE)	Total Marks	Min. Passing Marks		
1	CC 11	Business Research Methods	5T1	5	80	20	100	40	100	4
2	DSE 1	Discipline Specific Elective (Specialization Paper 1)	5T2	5	80	20	100	40	100	4
3	DSE 2	Discipline Specific Elective (Specialization Paper 2)	5T3	5	80	20	100	40	100	4
4	CC 12	Internship	5P1	10	00	100	100	50	100	4
5	GE 5	Holistic Development OR International Business Management (Anyone)	5T4-A 5T4-B	5	00	100	100	40	100	4
		Total		30	240	260	500	210	500	20

Note : 1. Duration of each theory class should be a minimum 48 minutes.

2. TH = Theory, IM = Internal Marks.

3. Minimum marks for passing the subject will be 40.

4. There would be combined passing for theory and internal assessment taken together.

5. In case of practical courses the total periods per week should be 10.

6. One credit is equivalent to one hour of Teaching, that is to say,

For each subject, 48 Minutes * 5 = 240 Minutes = 4 Hours per week i.e. 4 Credits.
7. Each semester will consist of 15 to 18 weeks of Academic Work equivalent to 90 actual teaching days.

(F)

BBA – Semester - VI

Sr. No.	Course Type	Subjects	Course Code	Teaching Scheme	Examination Scheme				Total Marks	Credits
				Total Periods per Week	Max. Marks (TH)	Max. Marks (CIE)	Total Marks	Min. Passing Marks		
1	CC 13	Business Legislation	6T1	5	80	20	100	40	100	4
2	CC 14	Corporate Social Responsibility	6T2	5	80	20	100	40	100	4
3	DSE 3	Discipline Specific Elective (Specialization Paper 3)	6T3	5	80	20	100	40	100	4
4	CC 15	Project Work	6P1	20	00	200	200	100	200	8
			Total	35	240	260	500	220	500	20

Note : 1. Duration of each theory class should be a minimum 48 minutes.

2. TH = Theory, IM = Internal Marks.

3. Minimum marks for passing the subject will be 40.

4. There would be combined passing for theory and internal assessment taken together.

5. In case of practical courses the total periods per week should be 10.

6. One credit is equivalent to one hour of Teaching, that is to say,

For each subject, 48 Minutes * 5 = 240 Minutes = 4 Hours per week i.e. 4 Credits.

7. Each semester will consist of 15 to 18 weeks of Academic Work equivalent to 90 actual teaching days.

A student must compulsorily complete **all the core courses** (CC-1 to CC-15) of first, second year and third year along with total 120 credits by end of Semester VI to be eligible to obtain **Degree** at the end of 3rd year.

Course Composition Matrix:

	Sem I	Sem II	Sem III	Sem IV	Sem V	Sem VI	Total Courses
CC	2	3	2	3	1	2	13

AEC	1	1	-	-	-	-	2
SEC	2	-	2	-	-	-	4
DSE	-	-	-	-	2	1	3
GE	-	1	1	2	1	-	5
Internship	-	-	-	-	1	-	1
Project Work	-	-	-	-	-	1 (8 Credits)	1
Total Sem Credits	20	20	20	20	20	20	30
Total Credits	120						

13. Assessment

- The final total assessment of the candidates is made in terms of an Continuous Internal Evaluation (CIE) and an external assessment for each course/subject taken together.
- For each paper (unless otherwise mentioned in the Teaching and Examination Scheme), 20 marks will be Continuous Internal Evaluation and 80 marks for semester end examination (external assessment) to be conducted at college level (Odd semesters examinations) and RTM Nagpur University level (Even semester examinations).
- For subjects having Continuous Internal Evaluation (CIE) of 100 marks, separate evaluation mechanism is provided with the detailed curriculum for respective subject.

Continuous Internal Evaluation

1a	Attendance of the student during a particular semester	05 marks
1b	An assignment based on curriculum to be assessed by the teacher concerned	05 marks
1c	Activity and Practical based assessment as per activity / practical record document	10 marks
1	Internal assessment Total marks	20
2	Semester wise End Examination marks	80
Total Marks Per Course		100

- Each subject teacher must circulate the list of minimum 5 activities/practical of fields assignment/mini project/market surveys/research papers & research/live projects etc. to be done in group of maximum 4 students (based on 5 COs) at the beginning of course and evaluate the same for 10 marks as per 1c above.
- There shall be no separate / extra allotment of workload to the concerned teacher. He/ She shall conduct the CIE activity during the regular teaching days / periods as a part of regular teaching activity.
- The internal marks will be communicated to the University at the end of each semester, but before the semester end examinations / as instructed by university. These marks will be considered for the declaration of the results.

- The record of internal marks, evaluation & result should be maintained for a period of one year by respective institute/college for verification by competent authority.

The maximum and minimum marks which each subject carries in BBA Semester - I, Semester - II, Semester - III, Semester - IV, Semester - V & Semester - VI Examination are as indicated in Paragraph 12. A, B, C, D, E & F respectively

14. (A) The scope of the subjects and pattern of examination shall be as indicated in the Syllabus (Appendix – II)

(B) The Medium of instructions and examinations shall be in ENGLISH only.

(C) The Maximum/minimum marks which each subject carries & workload in BBA 1st, 2nd, 3rd, 4th, 5th and 6th Semester Examination shall be as indicated in Examination & Teaching Scheme (item no 12) “A”, “B”, “C”, “D”, “E” and “F” respectively.

Internship and its evaluation (CC 12)

At the end of fourth semester, all students will have to undergo internship which may be a Field Survey/ Research Projects of 4-6 weeks (Minimum 120 hours) with an industrial, business, service, or social organization by taking a project study. The condition of successfully completing the program shall not be deemed to have been satisfied unless a student undergoes summer training under the supervision of the department in organizations as approved by the Director/ Principal/ Head / Faculty from time to time. Alternatively, the Director/ Principal/ Head / Faculty of the Department/ College/ Institute may allocate the sector/ industry/ company specific project to the individual student. Each student will be required to submit a **Internship** project report to the Department/ College/ Institute for the work undertaken during this period within three weeks of commencement of the **Fifth** semester for the purpose of evaluation in the **Fifth** semester. The evaluation will be of 100 marks. The evaluation will be internal at college level. The detailed parameters for evaluation of Internship will be provided by the colleges at the time of its assessment and evaluation.

Project and Evaluation of Project

Project Work shall carry 200 marks

Evaluation Pattern

Evaluation Type	Max. Marks
Project Report and Documentation Evaluation by External Examiner appointed by the University	100
Presentation and Open Defense Seminar (External Examiner)	50
Presentation and Open Defense Seminar (Internal Examiner)	50
Total	200

- For Project work, **Maximum 10 groups (each group comprising maximum 4 students) per guide /supervisor** must be allotted by the Institute. The Guide/ Supervisor shall act as an internal examiner for project Examination **and award marks to individual students in these groups at the time of Presentation and Open Defense Seminar.**

- b. The guide or the supervisor shall be appointed by the institute and should be full time approved faculty to BBA / MBA Programme or PhD supervisor in Business Management and Administration.
- c. **The External examiner shall be appointed from the list of full-time approved teaching faculty of the BBA / MBA program or PhD supervisor in Business Management and Administration by the University.**
- d. Each such External examiner shall examine a **maximum of 20 groups (Projects) of final SEMESTER students and award marks to individual students in these groups.**
- e. One copy of Project work (Printed & Binded) shall be submitted to the College/Department, at least **One Month** prior to the date of commencement of Semester-VI Examination for evaluation purpose. The College/Department shall retain the copy of Project Work and the list of 'Project Work Titles' shall be submitted to the University.
- f. A Candidate shall submit with his/her/their project work, a certificate from the Supervisor to the effect.
- g. That the candidate has satisfactorily completed the Project work for not less than one session and
- h. That the Project work is the result of the candidates own work and is of sufficiently high standard to warrant its presentation for examination.
- i. Candidate shall submit his declaration that the Project is the result of his own research work and the same has not been previously submitted to any examination of this University or any other University. The Project shall be liable to be rejected and /or cancelled if found otherwise.
- j. The Project work shall be evaluated through seminar and open defense and Viva-voce at the College/ Department by internal and external examiners appointed by university before Semester VI examination.
- k. A student appearing for BBA Semester VI Examination will have to pay additional fees for evaluation of project as prescribed by the University from time to time.

15. Standard of Passing

The scope of the subject, percentage of passing in Theory and Project and CIE will be governed as per following rules:

(i) In order to pass the Bachelor of Business Administration (B.B.A.) 1st, 2nd, 3rd, 4th, 5th and 6th Semester Examinations, and an examinee shall obtain not less than 40 % marks in each paper, that is a student must obtain 40 marks in the written Examination conducted by the College/University and in internal assessment (CIE) put together.

(ii) An examinee who is unsuccessful at the examination shall be eligible for admission to the subsequent examinations on payment of a fresh fee prescribed for the examination together with the conditions of the ordinance in force from time to time.

16. Credit and Grade Point System:

Conversion of Marks to Grades and Calculations of SGPA (Grade Point Average) and CGPA (Cumulative Grade Point Average): In the Credit and Grade Point System,

the assessment of individual Courses in the concerned examinations will be on the basis of marks only, but the marks shall later be converted into Grades by some mechanism wherein the overall performance of the Learners can be reflected after considering the Credit Points for any given course. However, the overall evaluation shall be designated in terms of Grade. There are some abbreviations used here that need understanding of each and every parameter involved in grade computation and the evaluation mechanism. The abbreviations and formulae used are as follows:-

Abbreviations and Formulae Used

G: Grade

GP: Grade Points

C: Credits

CP: Credit Points

CG: Credits X Grades (Product of credits & Grades)

SGPA = ΣCG : Sum of Product of Credits & Grades points / ΣC : Sum of Credits points

SGPA: Semester Grade Point Average shall be calculated for individual semesters. (It is also designated as GPA)

CGPA: Cumulative Grade Point Average shall be calculated for the entire Programme by considering all the semesters taken together.

Grade Conversion Table and Computation of SGPA and CGPA

Grade Conversion Table (Theory)

SN	Letter Grade	Grade Point	Mark Range	Performance
1	O	9.00 - 10.00	90 - 100	Outstanding
2	A+	8.00 - < 9.00	80 - < 90	Excellent
3	A	7.00 - < 8.00	70 - < 80	Very Good
4	B+	6.00 - < 7.00	60 - < 70	Good
5	B	5.50 - < 6.00	55 - < 60	Above Average
6	C	5.00 - < 5.50	50 - < 55	Average
7	P	4.00 - < 5.00	40 - < 50	Pass
8	F	Below 4	Below 40	Fail
9	AB	0	-	Absent

Grade Conversion Table (Practical)

SN	Letter Grade	Grade Point	Mark Range	Performance
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1	O	9.00 - 10.00	90 - 100	Outstanding
2	A+	8.00 - < 9.00	80 - < 90	Excellent
3	A	7.00 - < 8.00	70 - < 80	Very Good
4	B+	6.00 - < 7.00	60 - < 70	Good
5	B	5.50 - < 6.00	55 - < 60	Above Average
6	P	5.00 - < 5.50	50 - < 55	Pass
7	F	Below 5	Below 50	Fail
8	AB	0	-	Absent

Computation of SGPA & CGPA:

The UGC recommends the following procedure to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

i. The SGPA is the ratio of sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student, i.e

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

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

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

$$CGPA = \Sigma(C_i \times S_i) / \Sigma C_i$$

where S_i is the SGPA of the i th semester and C_i is the total number of credits in that semester.

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

iv. **CGPA to Percentage (%) conversion formula:**

$$\text{Percentage (\%)} = (CGPA) \times 10$$

A. Division at the BBA semester VI examination shall be declared on the basis of the aggregate marks at the BBA semester I, semester II, semester III, semester IV, semester V and semester VI examination taken together and the CGPA will be calculated and notified.

B. The successful examinees at the BBA semester VI examination shall be awarded division based on CGPA

- C. The percentage of passing marks in each subject shall be as indicated in Examination Scheme (item no 12) "A", "B", "C", "D", "E" and "F" respectively.
- D. Unsuccessful examinees at the above examinations can be readmitted to the same examination on payment of a fresh fee and such other fees as may be prescribed.
- E. Provisions of **Ordinance No. 3 of 2007** relating to the award of Grace Marks for passing an examination, securing higher division / class and for securing distinction in subject(s) shall be applicable.
- F. University guidelines & direction updated from time to time regarding Improvement of results, Revaluation/Reassessment and Incentive Marks shall be applicable to BBA program governed by this direction.
- G. Notwithstanding anything to the contrary in this Direction, no person shall be admitted to an examination under this Ordinance, if he/ she has already passed the same examination or an equivalent examination of any other University.
- H. Examinees passing all the **Bachelor of Business Administration (BBA)** Examination shall on payment of the prescribed fees shall receive a Degree in the prescribed form signed by the Vice-Chancellor.
- I. The aforesaid Amendment shall come into force from the date of its issuance and shall remain in force till the relevant Ordinance comes into being in accordance with the provisions of the Maharashtra Public Universities. Act, 2016(Mah. Act No. VI of 2017).
- J. The marks for internal assessment should be communicated to the University within the time limit as per university norms. The record of conduct of such examination, evaluation and marks for internal assessment should be maintained for a period of at least **one** year by the respective college / Department for the verification by the competent authority.

17. Promotion to Higher Semester (A.T.K.T.):

- A. The unsuccessful candidate of any semester examination shall be ALLOWED TO KEEP THE TERM (ATKT) in accordance with the following table: (Theory and Internal assessment of that theory subject shall be jointly considered as single passing head).

Admission to academic year	Candidate should have passed All courses of the following examination	Candidate should have filled the examination form and appeared for the following examinations	Candidate should have passed in Minimum 50% courses of the following examination
1st Semester	H.S.S.C/equivalent	-----	-----
2nd Semester	-----	1st Semester	-----

3rd Semester	-----	2nd Semester	50% courses of 1st and 2nd Semesters taken together
4th Semester	-----	3rd Semester	As Above
5th Semester	1st and 2nd Semesters	4th Semester	50% courses of 3rd and 4th Semesters taken together
6th Semester*	As Above	5th Semester	As Above

B. Note: (*) A candidate admitted to Final Semester can appear for Final Semester examination however the result of the Final Semester examination will be withheld (NCL) (not completed lower semester examinations) unless the candidate clears all the lower examinations of the **BBA Program**.

*Note: For calculating the requirement of fifty percent passing heads fraction if any is to be ignored as per the provisions of Direction no. 10 of 2019.

C. Pattern of Question Papers of BBA year end Examination:

- The question paper should be set in such a manner to cover the complete syllabus as prescribed by the University.
- The Semester End examination shall be held as per the schedule notified by the University.
- The question paper shall be of 80 marks & the time duration of the Semester End examination would be 3 hours.
- Question Paper Pattern for the courses included in this syllabus will be as per Appendix – II**
- The paper setters /moderators shall submit the proposed marking scheme (Memorandum of Instructions) along with the question paper so that the students can be given due credit for precise answers.

18. Absorption Scheme for Examinees of BBA CBS Pattern Course (Introduced in 2016):

- The students of the BBA CBS Syllabus (Introduced in 2016) immediately preceding the new course under this direction shall be given a chance to appear for **Five** more consecutive examinations according to old BBA CBS syllabus (Introduced in 2016). The College shall conduct the examinations of odd semesters whereas the University shall conduct the examination of even semester courses for **five** more consecutive examinations after the new scheme of examination is introduced as per following table:

BBA Examinat ion	Attempt 1	Attempt 2	Attempt 3	Attempt 4	Attempt 5

BBA Sem I	Winter 2021	Summer 2022	Winter 2022	Summer 2023	Winter 2023
BBA Sem II	Summer 2022	Winter 2022	Summer 2023	Winter 2023	Summer 2024
BBA Sem III	Winter 2022	Summer 2023	Winter 2023	Summer 2024	Winter 2024
BBA Sem IV	Summer 2023	Winter 2023	Summer 2024	Winter 2024	Summer 2025
BBA Sem V	Winter 2023	Summer 2024	Winter 2024	Summer 2025	Winter 2025
BBA Sem VI	Summer 2024	Winter 2024	Summer 2025	Winter 2025	Summer 2026

The students are required to clear all their papers within the stipulated time. The students clearing all the papers of the old scheme of Examination (BBA CBS Syllabus Introduced in 2016) shall be awarded a Degree according to the old scheme of Examination. But the students who failed to clear their course/s in 5 consecutive attempts as per this clause, will be absorbed in the scheme of examination under this direction as per following guidelines:

- A. The candidates who have cleared BBA 1st year (Semester I and II) of the old course (CBS Pattern - Introduced in 2016) examination shall be eligible for admission to BBA 2nd Year of the new course (CBCS) but in such case the student will have to clear all those subjects (BBA Sem I and II) which were not included in the previous CBS syllabus (introduced in 2016) but are part of new syllabus.
- B. The candidates who have cleared BBA 2nd year (Semester I to IV) of the old course (CBS Pattern - Introduced in 2016) examination shall be eligible for admission to BBA 3rd Year of the new course (CBCS) but in such case the student will have to clear all those subjects (BBA Sem I, II, III and IV) which were not included in the previous CBS syllabus (introduced in 2016) but are part of new syllabus.

II. CLARIFICATION ON ABSORPTION SCHEME

The absorption of students of previous CBS course (Introduced in 2016) referred above shall be made to the new course in the following manner:

Situation I: A student had completed 1st year of BBA as per CBS syllabus (introduced in 2016) but due to some reasons the student is dropped out for subsequent years of the previous syllabus (BBA CBS Syllabus)

A student who has passed all courses of BBA 1st year CBS Pattern Programme (Introduced in 2016), shall be admitted to BBA 2nd Year but he/ she must

complete those courses which are not considered to be equivalent with the previous CBS pattern examination. In such a case a student will be required to take nominal admission to BBA 1st year under this new direction by paying Rs. 500 and will fill and submit the exam form of BBA 1st and/or 2nd Semester of the new syllabus (as per this direction) for those courses only which are not considered to be equivalent courses with old syllabus (BBA CBS syllabus). The student will also be allowed to fill and submit the regular exam form semester III.

Situation II: A students has not completed 1st year of BBA as per CBS syllabus (introduced in 2016) but have cleared few of the courses of 1st year and is dropped out for subsequent years of the previous syllabus (BBA CBS Syllabus)

A student who has cleared 4 or more courses of BBA CBS syllabus (introduced in 2016) and has backlogs in remaining courses will be allowed to take admission into 2nd year of BBA under this direction, but he/she must complete those courses which are not considered to be equivalent with the previous CBS pattern examination. In such a case a student will be required to take nominal admission to BBA 1st year under this new direction by paying Rs. 500 and will fill and submit the exam form of BBA 1st and/or 2nd Semester of the new syllabus (as per this direction) for those courses only which are not considered to be equivalent courses with old syllabus (BBA CBS syllabus). The student will also be allowed to fill and submit the regular exam form semester III.

A student who has backlog in 5 or more courses of BBA CBS syllabus (introduced in 2016). In such a case a student will not be eligible for admission to BBA 2nd year and will be required to take nominal admission to BBA 1st year under this new direction by paying Rs. 500 and will fill and submit the exam form of BBA 1st and/or 2nd Semester of the new syllabus (as per this direction) for those courses only which are not considered to be equivalent courses with old syllabus (BBA CBS syllabus). The student will be able to take admission in 2nd year after successful completion of BBA 1st year under this new syllabus.

Situation III: A students has completed 2nd year of BBA as per CBS syllabus (introduced in 2016) and have cleared all the courses of 2nd Year and is drop out for subsequent years of the previous syllabus (BBA CBS Syllabus)

A student who has passed all courses of BBA 1st year and 2nd year under CBS Pattern Syllabus (Introduced in 2016), shall be admitted to BBA 3rd Year but he/she must complete those courses which are not considered to be equivalent with the previous CBS pattern examination. In such a case a student will be required to take nominal admission to BBA 1st and 2nd year under this new direction by paying Rs. 500 for each year and will fill and submit the exam form of BBA 1st to 4th semester of the new syllabus (as per this direction) for those courses only which are not considered to be equivalent courses with old syllabus (BBA CBS syllabus). The student will also be allowed to fill and submit the regular exam form semester V.

Situation IV: A students has not completed 2nd year of BBA as per CBS syllabus (introduced in 2016) but have cleared few of the courses of 2nd Year and is drop out for subsequent years of the previous syllabus (BBA CBS Syllabus)



A student who has passed 4 or more courses of BBA 2nd year under CBS Pattern Syllabus (Introduced in 2016) and has backlogs for remaining courses, shall be admitted to BBA 3rd Year but he/she must complete those courses which are not considered to be equivalent with the previous CBS pattern examination. In such a case a student will be required to take nominal admission to BBA 1st and 2nd year under this new direction by paying Rs. 500 for each year and will fill and submit the exam form of BBA 1st to 4th semester of the new syllabus (as per this direction) for those courses only which are not considered to be equivalent courses with old syllabus (BBA CBS syllabus). The student will also be allowed to fill and submit the regular exam form semester V.

A student has backlogs in 5 or more courses of BBA 2nd year under CBS Pattern Syllabus (Introduced in 2016) and has cleared the remaining courses. In such a case a student will be required to take nominal admission to BBA 1st and 2nd year under this new direction by paying Rs. 500 for each year and will fill and submit the exam form of BBA 1st to 4th semester of the new syllabus (as per this direction) for those courses only which are not considered to be equivalent courses with old syllabus (BBA CBS syllabus). Such student shall be admitted to BBA 3rd Year only after successful completion of those courses which are not considered to be equivalent with the previous CBS pattern examination.

III. Equivalence of Subjects

The equivalence & eligibility for exemption of subjects for the students absorbed in the new course shall be as follows:

Name of Course in New Scheme (CBCS)	Examination	Name of Equivalent Course in Old Scheme (2016)	Examination
English – I	I	English	I
Evolution of Business	I	Evolution of Business and Commercial Geography	III
Foundation of Managerial Effectiveness*	I	NO	
MS Excel	I	Computer Applications for Business	I
Financial Accounting using Tally*	I	NO	
Foreign Language*	I	NO	

Aptitude Development I*	I	NO	
English – II	II	English	II
Fundamentals of Business Management	II	Fundamentals of Business Management	I
Cost and Management Accounting	II	Cost Accounting	I
Environmental Studies	II	Environment Management	III
Sociology*	II	NO	
Hospitality and Tourism*	II	NO	
Organizational Behaviour*	III	NO	
Managerial Economics	III	Micro-Economic Fundamentals	II
Business Analytics	III	Basic Statistical Techniques	III
Advanced Excel*	III	NO	
MS Word and Powerpoint*	III	NO	
Aptitude Development II*	III	NO	
Content Writing*	III	NO	
Healthy Living*	III	NO	
Fundamentals of Marketing Management	IV	Principles of Marketing Management	II
Fundamentals of Financial Management	IV	Principles of Financial Management	III
Fundamentals of HRM	IV	Principles of HRM	IV
Financial Wellbeing*	IV	NO	

Business Startup Skills	IV	Entrepreneurship Development	V
Business Psychology	IV	Introduction to Sociology and Psychology	IV
Indian Social Values and Business Ethics*	IV	NO	
Business Research Methods	V	Research Methodology	V
Holistic Development*	V	NO	
International Business Management	V	International Business Environment	V
Business Legislations	VI	Business Legislations	IV
Corporate Social Responsibility*	VI	NO	
Sales and Distribution Management	V	Fundamentals of Marketing Management	VI
Consumer Buying Behavior	V	Advanced Marketing Management	VI
IMC and Branding*	VI	NO	
Financial Mathematics	V	Fundamentals of Business Finance	VI
Financial Services Management	V	Advanced Financial Management	VI
Corporate Finance*	VI	NO	
Recruitment, Training and Development	V	Fundamentals of HRM	VI
Compensation and Benefit Management	V	Advanced HRM	VI
Job Analysis and PMS*	VI	NO	
Statistical Application and Analytics*	V	NO	

Data Visualization Techniques*	V	NO	
Data Warehousing and Mining*	VI	NO	

() All these subjects have no equivalent subjects in the BBA Previous Course (CBS Pattern) Examination (introduced in 2016). Hence, students desiring for absorption in New Course (CBCS Pattern) under this Direction are mandatorily required to appear for these subjects in respective semesters.*

The above absorption scheme of B.B.A. shall be effective till the introduction of new Syllabus.

19. Guidelines for Project Work:

A. Objective

A Batch of maximum 4 students will be assigned a project in the 6th Semester of BBA and it will be pursued by them under the supervision of an internal supervisor. The objective of the Project Work is to help the students to develop their ability to apply multi-disciplinary concepts, tools and techniques to solve organizational problems and/or to evolve new/innovative theoretical framework.

B. Type of Project

The Project may take any one of the following forms:

- Comprehensive case study (covering single organization/multifunctional area problem, formulation, analysis, and recommendations)
- Inter-organizational study aimed at inter-organizational comparison/ validation of theory/survey of management services.
- Evolution of any new conceptual / theoretical framework.
- Field study (Empirical study).
- Software analysis, Design, and solutions for organizational achievement (Applicable to IT)

C. Selection of Project Topic:

- Project topic must be selected with respect to the programme of study and area selected by the student.
- Title of the project should clearly specify the objective and scope of the study. It should be specific and neither too vague nor centralistic. The topics should be designed meticulously. It can be designed like "Employee Welfare Measures" – A case study of XYZ Ltd.
- Project selection must be made in consultation with the supervisor who will act as a Project guide for the student.

D. Scope of Work

The student is expected to carry out following activities in the project:

- Prepare a synopsis and get it approved by the supervisor as assigned by the respective Institutes.
- Undertake a detailed literature survey on the subject matter.



3. Make relevant data collection/observation.
4. Consult experts in the field.
5. Visit related organizations/institutions/industries.
6. Compile data in proper format.
7. Make proper conclusions/recommendations.
8. Prepare a Project Report.
9. The volume of the project-report should be ranging from 60-80 pages.
10. Obtain approval of Project Report by project supervisor.
11. Submit ONE hard bound copies of the Project Report at the Institute.
12. Submission of the Project Report shall be one month prior to the date of the commencement of the 6th Semester Examinations for BBA.

E. General Format of the Report

The project report should preferably be written in the following format:

- a) Executive Summary
- b) Introduction to topic
- c) Research Methodology
- d) Analysis and Findings of the study
- e) Conclusions and Recommendations of the study
- f) Bibliography
- g) Appendices – to include questionnaire if any

F. Examination and Evaluation

The Project is to be treated as a paper of study of the BBA-6th Semester comprising 200 marks. The external assessment shall be done based on the project report and Viva Voce. The Project shall be evaluated by an External examiner for 150 marks and of which 100 marks will be allocated to the Written Report Content and Presentation and 50 marks for Viva Voce. The Project work shall be evaluated by internal and external examiners for 100 marks (as mentioned above) at the respective institute / college as per the schedule fixed by the university. One such External Examiner shall not examine more than 20 Projects (groups) in one academic year.

20. Provision for Multiple Exit

The BBA program offered under this direction provides an opportunity to students for multiple exits from the program as per following conditions:

- a. A student can exit the program after successful completion of 1st and 2nd Semester courses and obtaining 40 credits. Such a student is eligible to be awarded 'Certificate in Business Administration' by the University.
- b. A student can exit the program after successful completion of 1st, 2nd, 3rd and 4th Semester courses and obtaining 80 credits. Such a student is eligible to be awarded 'Diploma in Business Administration' by the University.
- c. A student who has completed the 3 years program and earned 120 credits will be considered eligible for award of 'Bachelor of Business Administration' degree by the University.
- d. A student who wishes to exit the program before completion of 3 years is required to apply to the university through Principal.
- e. A student who opted for exit from the program before completion of 3 years (a & b) above shall be eligible for admission to next year of the program in any subsequent academic session. However, if at the time of admission, if this scheme of

examination is not in force, the student will have to complete the program according to the provisions made under the direction prevailing at the time of such admission.

21. Provision for Transfer of Credits

BBA program offered under this direction provides enhanced academic flexibility to students in terms of selecting the courses they want to learn. A student can opt for any course from any statutory/recognized University or any recognized online learning platform such as SWAYAM/NPTEL in lieu of a course (except Core Course and Discipline Specific Electives) mentioned in this scheme of examination. Similarly, a student can opt for transfer of credits by successfully completing the course recognized by the 'Department of Lifelong learning & Extension' of Rashtrasant Tukadoji Maharaj Nagpur University. The mechanism for transfer of credits earned through these courses to be adhered is mentioned here:

- i. A student seeking for facility for transfer of credits earned from any other platform will have to mandatorily open an account with 'Academic Bank of Credits' and upload the credits so earned therein.
- ii. Any Core Course or Discipline Specific Elective mentioned in this scheme of examination cannot be opted out by a student.
- iii. A student can opt out any course other than Core Course/Discipline Specific Elective and earn equal number of credits by completing any ODL or Online course/s from any statutory/recognized University or any recognized online learning platform such as SWAYAM/NPTEL.
- iv. A student can opt out any course other than Core Course/Discipline Specific Elective and earn equal number of credits by successfully completing the course recognized by the 'Department of Lifelong learning & Extension' of Rashtrasant Tukadoji Maharaj Nagpur University.
- v. If a student is willing to opt out any such course, he/she will have to mention this while submitting the examination form to the University for respective semester.
- vi. A certificate of completion of such an ODL/Online course shall be submitted by the student to the University through college before end term evaluation.
- vii. Such a certificate shall mandatorily have the number of credits, duration of the course and grades/marks obtained by the student and shall preferably have a QR code for verification.
- viii. The college shall submit the grades / marks obtained by the student to the University along with Internal Assessment marks for the concerned examination.

- ix. If a student has opted for an ODL/Online course in a particular semester and failed to submit the certificate within prescribed time, the student will be marked for 'Absent' for a particular course in that examination. Such a student will be required to fill in the examination form in the consecutive attempt and submit the passing certificate to get his/her corrected result.
- x. The procedure for transfer of credits mentioned under this direction is subject to the guidelines issued by the University in this regard and a separate direction for the same shall be issued by the University.

22. Eligibility for award of Degree:

To become eligible for award of 'Bachelor of Business Administration (BBA)' degree, a student must fulfil the following conditions:

- a. A student must earn minimum 120 credits in not less than 3 years.
- b. A student must successfully complete (pass) all Core Courses and Discipline Specific Electives mentioned in this direction.
- 23.** If any question of interpretation of any clause arises for this Direction & Appendix I & II the same shall be referred to the Dean, Faculty of Commerce and Management, whose decision shall be final and binding on all concerned.
- 24. Saving Clause:** The examination and teaching scheme mentioned in this direction shall also be applicable to students admitted to BBA program under Direction No. 41 of 2022.

Nagpur

Date: 10-10-23



(Dr. Subhash R. Chaudhari)
Vice-Chancellor



APPENDIX – 1

List of Core Courses, Ability Enhancement compulsory Courses, Skill Enhancement Courses, Discipline Specific Elective and Generic Electives

A) List of Core Courses

SN	Semester	Paper / Subjects
1	Sem I	English – 1
2		Evolution of Business
3	Sem II	English – 2
4		Fundamentals of Business Management
5		Cost & Management Accounting
6	Sem III	Organisational Behaviour
7		Managerial Economics
8	Sem IV	Fundamentals of Financial Management
9		Fundamentals of Marketing Management
10		Fundamentals of Human Resource Management
11	Sem V	Business Research Methods
12		Internship
13	Sem VI	Business Legislation
14		Corporate Social Responsibility
15		Project Work

B) List of Ability Enhancement Compulsory Courses and Skill Enhancement Courses:

AECC Ability Enhancement Compulsory Courses (Sem I)	Foundations of Managerial Effectiveness
AECC Ability Enhancement Compulsory Courses (Sem II)	Environmental Studies

C) List of Skill Enhancement Courses

SEC – Skill Enhancement Courses Any Two (Sem I)	Foreign Language – French, German, Japanese
	Basics of MS Excel
	Aptitude Development – 1
	Financial Accounting using Tally
SEC – Skill Enhancement Courses Any Two (Sem III)	Data Analytics
	MS Word and PowerPoint
	Aptitude Development -2
	Advanced MS Excel

D) List of DSE (Discipline Specific Electives) / Specializations: The student shall select **any one group** out of the four DSE

Group 1 – Marketing Management	Group 2- Financial Management	Group 3 – HRM	Group 4- Business Analytics
Sales & distribution Management	Financial Mathematics	Recruitment, Training & Development	Statistical Applications & Analytics
Consumer Buying Behaviour	Financial Services Management	Compensation & Benefit Management	Data Visualization Techniques
IMC & Branding	Corporate Finance	Job analysis & PMS	Data Warehousing & Mining

E) List of Generic Electives (GE):

SN	Semester	Courses
1	Sem I	-
2		-
3	Sem II (Anyone)	Sociology OR
4		Hospitality and Tourism
5	Sem III (Anyone)	Content Writing OR
6		Healthy Living
7	Sem IV (Anyone)	Financial Wellbeing OR
8		Business Start-up skills
9	Sem IV (Anyone)	Business Psychology OR
10		Indian Social Values and Business Ethics
11	Sem V (Anyone)	Holistic Development OR
12		International Business Management
13	Sem VI	-
14		-

The Generic Elective Courses shall be offered as per table above. The student shall have an option to select any one course out of two courses offered by the university as mentioned in above table. While Semester I and Semester VI do not have any Generic Electives, Semester IV has 2 groups of Generic Electives on offer.

If the student wishes to opt for any course, other than offered by the University, He / she can register for any other equivalent credit ODL (Open and Distance Learning) courses and submit the passing certificate.



