

EXAMINATION CURRICULUM - BBA
(As per the guidelines of AKU, Patna)


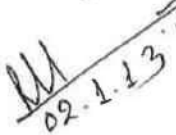

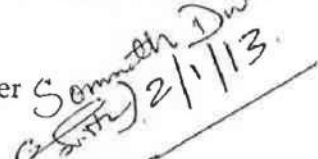
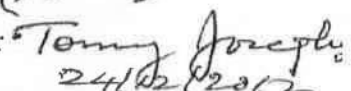
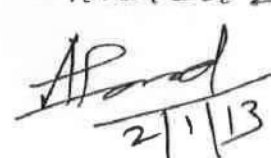
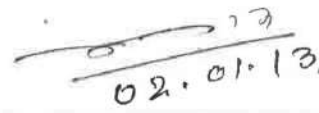




ARYABHATTA KNOWLEDGE UNIVERSITY, PATNA

Established by the State Legislature Act XXIV of 2008.

Hon'ble members of "Syllabus & regulation committee for B. C. A & B. B. A".

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|--|---|------------------|---|
| 1. Prof. (Dr.) S. N. Guha
Vice-Chancellor, AKU | : | Chairman | |
| 2. Dr. Dolly Sinha
Principal, Magadh Mahila College, Patna | : | Member |  |
| 3. Dr. R. N. Jha
Head-Management, L. N. M. I. E. S. C, Patna | : | Member | 
02.1.13 |
| 4. Dr. Vijay Bahadur Singh
Head- IT, , L. N. M. I. E. S. C, Patna | : | Member | 
2.1.13 |
| 5. Prof. Somnath Dutta
Associate Professor, C. I. M. P | : | Member | 
Somnath Dutta
2/1/13 |
| 6. Father Nishant
Principal, St. Xavier's College of Mang. & Technology | : | Member | 
Tommy Joseph
24/02/2012 |
| 7. Dr. A. Prasad
OSD(Exam), AKU | : | Member | 
A Prasad
2/1/13 |
| 8. Prof. (Dr.) N. K. Singh
Registrar, AKU | : | Member-Secretary | 
02.01.13. |

less than 450 teaching/working hours for each semester. (Exclusive of the days for the conduct of University or external end-semester examinations).

5 : Course Structure:

- 1 All subjects will have Lecture-Tutorial-Practical (L-T-P) components to indicate the contact hours and will have a credit count. Teaching of subjects will be reckoned in terms of credits.
- 2 Every paper, identified by a single course identifier, shall be taught by an assigned teacher who may be assisted by adjunct faculty, teaching assistants, and by other members of the faculty concerned.
- 3 The curriculum for B.C.A. Course will include a "Project Work / Student Internship Programme (SIP)" of 04 weeks duration after the 5th semester. The experience may be obtained in any reputed company/organization belonging to any industry, or any organization of comparable repute. The place of work has to get prior approval of the Department of the College. On completion of the project, the student shall submit a report to the department, which will earn a total of 12 credits after evaluation and viva-voce examination. If there is a serious difficulty in finding placements for project work, writing a Term Paper with empirical data can be considered under a competent faculty. This will be at the discretion of the College Authority.

6 : Examinations:

- 1 There shall be examinations at the end of each semester as per the academic calendar of the University.
- 2 A candidate who does not pass the examination in any paper(s) shall be permitted to appear in such failed paper(s) in the subsequent examinations to be held in December/January or May/June. Those who fail in odd-semesters will appear in a subsequent examinations of odd-semesters only. For example, if a student fails in a paper(s) in the 1st semester, s/he can appear in 3rd or 5th semester examinations only. The same applies to even-semesters. After the declaration of the result of the sixth semester examinations, special examinations will be conducted for clearing the backlog of 5th and 6th semesters.
- 3 A candidate should get enrolled/registered for the first semester examination. If enrollment/registration is not possible in the preceding semesters owing to shortage of attendance beyond condonation limit/regulations prescribed OR belated joining OR on medical grounds, the candidates are not permitted to move to the next semester. Such candidates shall redo the semester in the following academic year as a regular student.
- 4 Student must have 75% of attendance in each paper for appearing in the end Semester examination. A shortage of attendance upto 10% can be condoned by the Principal as per his/her discretion and beyond that by the Vice-Chancellor as per the University rules.

7: Passing of Examinations and Promotion Rules:

A student will be promoted from second semester to the third semester and from fourth semester to the fifth semester if s/he has secured a minimum CGPA of 5.


8: Evaluation:

1. Pattern of Evaluation of the End-semester examinations will be as per the rules of the University.
2. The performance of a student in each course is evaluated in terms of percentage of marks with a provision for conversion to grade points. Evaluation for each course shall be done by a continuous internal assessment (CIA) by the course teacher concerned as well as by an end semester examination and will be consolidated at the end of the course. The ratio of marks to be allotted to continuous internal assessment and to end semester examination is 40:60. The evaluation of practical work, wherever applicable, will also be based on continuous internal assessment and on an end-semester practical examination.
3. The details of the Continuous Internal Assessment (CIA) should be worked out by the College and a copy should be given to the University. All the relevant records of the CIA should be preserved by the College till the student passes out.
4. The passing minimum for CIA (Continuous Internal Assessment) shall be 40% out of 40 marks (i.e. 16 marks). Failed candidates in the Internal Assessment are permitted to improve their Internal Assessment marks by writing a re-test or by submitting assignments as per the decision of the College Authority.

9. Awarding of Degree:

Degree will be awarded to a student provided, s/he fulfils the following conditions;

1. A student passes in all examinations and thus earns the required number of credits.
2. S/he completes the requirement of spending 30 hours during the period of three years in involving herself/himself in social work in order to raise the social consciousness of the students and make a small contribution to society. This could be in a village/NGO/Charitable Institutions or NSS or Adult Literacy Programme, etc. A declaration letter from the College regarding the completion of required number of hours to the University is a must.

The bottom of the page contains several handwritten signatures and initials. From left to right, there is a signature that appears to be 'T. S. R.', followed by a signature that looks like 'Almond', then a signature that is partially obscured and possibly 'S. S. R.', and finally a signature that is very stylized and difficult to decipher, possibly 'W. S. R.' or similar.

SYLLABUS FOR BBA

YEAR - 1

SEMESTER - 1

CODE	Theory NAME OF THE PAPER	Period		Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE		
BBA 101	PRINCIPLES & PRACTICES OF MANAGEMENT	3	2	0	40	60	100	5
BBA 102	MICRO-ECONOMICS	3	1	0	40	60	100	4
BBA 103	MACRO-ECONOMICS	3	1	0	40	60	100	4
BBA 104	INFORMATION TECHNOLOGY IN MANAGEMENT - 1 [Office / Productivity Suites]	4	0	0	40	60	100	4
BBA 105	MARKETING MANAGEMENT - 1 [Marketing & Sales]	4	2	0	40	60	100	6
BBA 106	COMMUNICATIVE ENGLISH	3	1	0	40	60	100	4

Sessional

CODE	NAME OF THE PAPER	Period		Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	CPA	ESE		
BBA 107	Lab 104	0	0	2	20	30	50	1
TOTAL						650		28

SEMESTER - 2

CODE	Theory NAME OF THE PAPER	Period		Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE		
BBA 201	BUSINESS ORGANIZATION & ENVIRONMENT	3	1	0	40	60	100	4
BBA 202	FINANCIAL MANAGEMENT - 1 [Financial Accounting]	3	1	0	40	60	100	4
BBA 203	HUMAN RESOURCE MANAGEMENT - 1 [Organizational Behavior]	3	2	0	40	60	100	5
BBA 204	BUSINESS MATHS & STATS - 1 [Mathematical Economics]	3	1	0	40	60	100	4
BBA 205	INFORMATION TECHNOLOGY IN MANAGEMENT - 2 [Management Information System]	4	0	0	40	60	100	4
BBA 206	BUSINESS ENGLISH	3	1	0	40	60	100	4

Sessional

CODE	NAME OF THE PAPER	Period		Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	CPA	ESE		
BBA 207	Lab 204	0	0	2	20	30	50	1
TOTAL						650		26

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YEAR - 2

SEMESTER - 3

CODE	Theory NAME OF THE PAPER	Period			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL		
BBA 301	MARKETING MANAGEMENT - 2 [Consumer Behavior]	3	2	0	40	60	100	5	5
BBA 302	FINANCIAL MANAGEMENT - 2 [Managerial Accounting]	3	1	0	40	60	100	4	4
BBA 303	HUMAN RESOURCE MANAGEMENT - 2 [Human Resource Management]	3	2	0	40	60	100	5	5
BBA 304	BUSINESS MATHS & STATS - 2 [Mathematical Statistics]	4	1	0	40	60	100	5	5
BBA 305	CORPORATE COMMUNICATION	3	1	0	40	60	100	4	5
BBA 306	BUSINESS TAXATION [Elective 1]	2	1	0	40	60	100	3	3
BBA 307	PSYCHOLOGY [Elective 2]	2	1	0	40	60	100	3	3
	TOTAL				40	60	600	26	27

Either Elective 1 or Elective 2 can be opted.

SEMESTER - 4

CODE	Theory NAME OF THE PAPER	Period			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL		
BBA 401	STRATEGIC MANAGEMENT	3	2	0	40	60	100	5	5
BBA 402	PRODUCTION AND OPERATIONS MANAGEMENT	3	2	0	40	60	100	5	5
BBA 403	OPERATIONS RESEARCH AND LOGISTICS	3	2	0	40	60	100	5	5
BBA 404	PROJECT & EVENT MANAGEMENT	3	1	0	40	60	100	4	4
BBA 405	SOCIAL & MARKETING RESEARCH	4	2	0	40	60	100	6	6
BBA 406	ENTREPRENEURSHIP DEVELOPMENT PROGRAMME [Elective 1]	3	1	0	40	60	100	4	4
BBA 407	BUSINESS ETHICS, CORPORATE GOVERNANCE, & SOCIAL WORK [Elective 2]	3	1	0	40	60	100	4	4
	TOTAL				40	60	600	29	29

Either Elective 1 or Elective 2 can be opted.

YEAR - 3

SEMESTER - 5

CODE	Theory NAME OF THE PAPER	Period			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL		
BBA 501	RETAIL MANAGEMENT	3	2	0	40	60	100	5	5
BBA 502	INDIAN FINANCIAL SYSTEM	3	1	0	40	60	100	4	4
BBA 503	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	2	1	0	40	60	100	3	3
BBA 504	E-COMMERCE	3	1	0	40	60	100	4	4
BBA 505	O-J-T [4 WEEKS INTERNSHIP IN AN INDUSTRY]	N/A	N/A	N/A	N/A	200	200	10	NA
	TOTAL					600	600	26	16

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SEMESTER - 6

CODE	Theory NAME OF THE PAPER	Period			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL		
BBA 601	SERVICES MARKETING	3	2	0	40	60	100	5	5
BBA 602	INTERNATIONAL FINANCE	3	2	0	40	60	100	5	5
BBA 603	RISK MANAGEMENT	3	1	0	40	60	100	4	4
BBA 604	BUSINESS LAW AND INDUSTRIAL RELATIONS	3	1	0	40	60	100	4	4
BBA 605	MANAGEMENT THESIS [BASED ON 2 WEEKS INTERNSHIP IN SERVICES INDUSTRY]	N/A	N/A	N/A	N/A	200	200	8	NA
	TOTAL						600	26	18
	GRAND TOTAL:								
	CREDITS = 161								
	MARKS = 3700								

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PATLIPUTRA COLLEGE OF PROFESSIONAL EDUCATION

Tentative Schedule of MSE (Mid Semester Examination)

S.No	Class	Probable Date
1	BBA I Sem	3 rd March to 6 th March, 2025
2	BBA III Sem	7 th April to 9 th April, 2025
3	BBA V Sem	11 th August to 13 th August, 2025

V.S.S.

PRINCIPAL