

# **BACHELOR OF BUSIENSS ADMINISTRATION**

## **(B.B.A.)**

(Affiliated to Shivaji University, Kolhapur)

**TITLE** :- The title of Degree course is as Bachelor of Business Administration (B.B.A.) under the Faculty of Commerce.

### **OBJECTIES:-**

1. To provide conceptual and an in-depth knowledge of different subjects of business education.
2. To inculcate different skill required in various live business Situations /Problems
3. To build up self confidence and competency in students to take up self employable business Ventures.
4. To give an adequate exposure to operational environment in the field of management.
5. To inculcate training to use techniques of management modern for the benefit of all parties concerned.
6. To inculcate Entrepreneurship skills.

### **DURATION**

1. This course is a full time course.
2. The duration of course is three years.
3. The course is run on self-supporting basis.

### **NUMBER OF STUDENTS/INTAKE :**

A batch consist of not more than 80 students.

### **ELIGIBILITY**

A candidate for being eligible for admission to the Degree Course in Business Administration shall have passed XII Std. examination with minimum qualifying marks for the candidates from all the categories will be 45% of the Maharashtra Board of Higher Secondary Education or its equivalent or any Diploma of not less than two years.

## **MEDIUM OF INSTRUCTION**

The medium of instruction is English only.

## **SCHEME OF EXAMINATION:**

1. B.B.A. Course will be conducted through semester pattern.
2. Total duration of course will be three years Each year two semesters will be Conducted.
3. First Semester will be conducted at the end of first Term and Second Semester will be conducted at the end of II<sup>nd</sup> Term. In the same manner the Semesters for second and Third year will be conducted.
3. Each subject/paper during each semester will carry 50 marks. Out of this, 40 marks will be allotted to University theory papers and 10 marks to be given by each college through internal evaluation.
4. Division of Internal marks for each subject is given below.

(a) Preparation of Seminar/ Field work	5Marks
(b) Presentation of Seminar/ Field work report (Through Seminar)	5 Marks

Total marks-

-----  
10 Marks

The records of all internal marks should be strictly maintained by faculty member. Each student should prepare seminar paper of 2 to 3 pages & submit a small field work report of 3 to 4 pages.

## **STANDARD OF PASSING:**

A candidate must obtain minimum 40% of the marks in each University examination paper as well as in internal evaluation and major project report.

- i) Class will be awarded on the basis of marks obtained by the candidate in all the six semester examinations.
- ii) Candidate who has secured 40% marks in university examination & should have non-zero score as internal credit will be declared passed in the semester examination.

iii) Candidate who fails in any particular theory paper/s shall be allowed to reappear for that theory paper/s. However, his/her internal credit marks shall be carried over.

iv) Internal record should be maintained at non-zero.

**RULE TO CARRY OVER BACKLOG OF SUBJECTS:**

- i) A candidate who fails in any number of subjects during Semester – I & II shall be admitted to B.B.A. – II ( appear for Semester – III & Semester IV examinations).However the candidate shall not be admitted to B.B.A. - III (Semester- V) unless he/she passed in all the subjects at B.B.A. – I(Semester – I &Semester - II ).
- ii) A Candidate who fails in any number of subjects during Semester – III &IV shall be admitted for B.B.A. – III & allowed to appear for Semester- V& VI examinations.

**AWARD OF CLASS :**

Class will be awarded to the students of B.B.A. basis of on the aggregate marks obtained in all six semesters :-

The award of class shall be as under :

- |                              |                                 |
|------------------------------|---------------------------------|
| i) Aggregate 70 % and above  | - First Class with Distinction  |
| ii) Aggregate 60% and above  | -First Class less than 70%      |
| iii) Aggregate 50% and above | -Second Class but less than 60% |
| iv) Aggregate 40% and above  | -pass Class but less than 50%   |

**FEE STRUCTURE :**

As per University norms.

# STRUCTURE OF B.B.A. COURSE

## B.B.A.-I

Semester	Sr. No.	Title of Subject	Marks
Semester -I	1	Principles of Management –Paper-I	50
	2	Financial Accounting Paper-I	50
	3	Marketing Management-Paper-I	50
	4	Human Resource Management –Paper-I	50
	5	Business Economics (Macro)Paper-I	50
	6	Business Communication-Paper-I	50
	7	Computer Applications in Business-Paper-I	50
	<b>Total</b>		<b>350</b>
Semester-II	1	Principles of Management –Paper-I	50
	2	Financial Accounting Paper-I	50
	3	Marketing Management-Paper-I	50
	4	Human Resource Management –Paper-I	50
	5	Business Economics (Macro)Paper-I	50
	6	Business Communication-Paper-I	50
	7	Computer Applications in Business-Paper-I	50
	<b>Total</b>		<b>350</b>

## BBA-II

<b>Semester</b>	<b>Sr. No.</b>	<b>Title of Subject</b>	<b>Marks</b>
Semester –III	1	Management of Business Services –Paper-I	50
	2	Cost and Management Accounting –Paper-I	50
	3	Production Management	50
	4	Business Economics (Macro-II) –Paper-I	50
	5	Entrepreneurship Development –Paper-I	50
	6	Statistical Techniques for Business –Paper-I	50
	7	E-commerce	50
	<b>Total</b>		<b>350</b>
Semester-IV	1	Management of Business Services –Paper-I	50
	2	Cost and Management Accounting –Paper-I	50
	3	Production Management	50
	4	Business Economics (Macro-II) –Paper-I	50
	5	Entrepreneurship Development –Paper-I	50
	6	Statistical Techniques for Business –Paper-I	50
	7	E-commerce	50
	<b>Total</b>		<b>350</b>

## BBA-III

Semester	Sr. No.	Title of Subject	Marks
Semester –V	1	Practices in Modern Management–Paper-I	50
	2	Recent Trends in Marketing –Paper-I	50
	3	Financial Management –Paper-I	50
	4	Fundamentals of Business Laws and Tax Laws-Paper-I	50
	5	International Business-Paper-I	50
	6	Foundation of human skills –Paper-I	50
	7	Research Methodology	50
	<b>Total</b>		<b>350</b>
Semester-VI	1	Practices in Modern Management–Paper-II	50
	2	Recent Trends in Marketing –Paper-II	50
	3	Financial Management –Paper-II	50
	4	Fundamentals of Business Laws and Tax Laws-Paper-I	50
	5	International Business-paper-I	50
	6	Foundation of human skills –Paper-I	50
	7	Project Work	50
	<b>Total</b>		<b>350</b>

### SCOPE OF EMPLOYMENT IN VARIOUS SECTORS AFTER B.B.A.

In various manufacturing industries and service sectors such as Insurance, Banking, Retail , Securities ,Tourism ,Hotel Sector, Agri-Based Industries,Consultancy projects in Finance, marketing, Human Resource Management etc.