

**Objectives :**

- To help students for getting professional education through distance learning so that he/she can put a step towards corporate world.
- Expansion of understanding related to various streams of Management.
- To develop managerial skills and personal skills leading to self development.
- Exploring better prospects for higher education in the field of Management.

**Admission Eligibility** : Senior Secondary (10+2) passed or equivalent in any discipline from any recognized Board

**Duration** : Minimum 3 years ; Maximum 8 years

**Medium** : Course Material is Available only in English

**Credit** : 108

**Fee** : Rs. 6000/- per year (for Part I, II, III)

**Programme Structure** :

There will be six courses in B.B.A. Part I and II each, five courses and a Project Report Writing in B.B.A. Part III. Each course will be of 6 credits. Study material will be provided only in English Medium.

**B. B. A. Part I**

S. No.	Name of Course	Course Code	Credit
1	<i>Principles of Management</i>	<i>BBA -01</i>	6
2	<i>Fundamentals of Accounting</i>	<i>BBA -02</i>	6
3	<i>Business Economics</i>	<i>BBA -03</i>	6
4	<i>Business Environment</i>	<i>BBA -04</i>	6
5	<i>Fundamentals of Business Statistics</i>	<i>BBA -05</i>	6
6	<i>Business Communication</i>	<i>BBA -06</i>	6

**B. B. A. Part II**

S. No.	Name of Course	Course Code	Credit
1	<i>Marketing Management</i>	<i>BBA -07</i>	6
2	<i>Human Resource Management</i>	<i>BBA -08</i>	6
3	<i>Cost and Management Accounting</i>	<i>BBA -09</i>	6
4	<i>Banking and Insurance Management</i>	<i>BBA -10</i>	6
5	<i>Computer Applications in Management</i>	<i>BBA -11</i>	6
6	<i>Entrepreneurship &amp; Small Scale Businesses</i>	<i>BBA -12</i>	6

### B. B. A. Part III

S. No.	Name of Course	Course Code	Credit
1	<i>Financial Management</i>	<i>BBA -13</i>	6
2	<i>Organizational Behaviour</i>	<i>BBA -14</i>	6
3	<i>Legal Aspects of Business</i>	<i>BBA -15</i>	6
4	<i>Strategic Management</i>	<i>BBA -16</i>	6
5	<i>E – Commerce</i>	<i>BBA -17</i>	6
6	<i>Project Report Writing *</i>	<i>BBA -18</i>	6

#### **\* Procedure for Project Report Writing (BBA-18)**

*The objective of the project is to help the student to develop the ability to apply multidisciplinary concepts, tools and management techniques to face and solve the organizational ground problems. Student is expected to learn on-the-job by way of association with a business organization. The student will undergo a on-the-job training under a business organization. This training should help her/ him to develop a perspective of wholesome management of business activities. This would enable her/ him to appreciate the importance of different business activities and see how different business activities are interrelated. She/ he will have to submit a training certificate and a project report (80-100 pages, 2 copies with soft copies) on the organization in which she/ he has under gone the training. There will be no internal assignment in this paper so there are maximum 100 marks for the project report evaluation.*

#### **Examination Pattern :**

**Internal Home Assignment:** *The Internal Assignment will be of 20 marks. Two Assignments will be given in each course. The Internal Home Assignments shall be submitted to the concerned Regional Centre for evaluation. In Project Report Writing (BBA-18) there will be no Internal home Assignment .*

**Term-End Examination :** *After completion of minimum duration of Part-I, II and III, a student will be eligible to appear in written term-end examination. Term-end examination will be of three hours duration and the maximum marks for each course shall be 80 except Project Report Writing (BBA-18) which will be of 100 marks. To pass a student has to secure aggregate 50% marks in each course as well as in the programme as a whole. however, it will be compulsory to secure 40 percent marks in Internal Home Assignment as well as in Term-end Examination. A student will be allowed to appear in maximum 54 credits in one examination including new and due courses.*

*Successful candidate will be awarded division as under:*

<i>I Division</i>	<i>60% and above</i>
<i>II Division</i>	<i>50% and above but less than 60% Marks</i>

*No division will be provided in BBA 1<sup>st</sup> & 2<sup>nd</sup> year.*

