



No.AC6/451/2016-17

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Crawford Hall, Mysuru- 570 005  
Dated: 03.10. 2018

**REVISED NOTIFICATION**

**Sub: Revision of Syllabus of BBA from the academic year 2018-19.**

- Ref: 1. Decision of the Board of Studies in Business Administration (UG) held on 20-12-2017, 21-12-2017 & 28-02-2018.  
2. Decision of the Faculty of Commerce Meeting held on 19-04-2018.  
3. Decision of the Deans committee Meeting held on 22.05.2018.  
4. University notification no. AC6/28/2018-19 dated 15<sup>th</sup> June 2018.  
5. Decision of the Academic council meeting held on 15-09-2018.

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The Board of Studies in BBA which met on 10<sup>th</sup> September, 2018 has recommended to revise the BBA course syllabus and scheme of examination as per CBCS pattern from the academic year 2018-19.

The Academic Council at its meeting held on 15<sup>th</sup> September 2018 has also approved the above said proposal and the same is hereby notified.

The University notification cited under reference (4) has been withdrawn.

**The Revised syllabus is annexed herewith and the contents may be downloaded from the University Website i.e., [www.uni-mysore.ac.in](http://www.uni-mysore.ac.in)**

**To:**

*H. Y. ...*  
3/10/18  
DEPUTY REGISTRAR(ACADEMIC)  
*RS*

1. The Registrar (Evaluation), University of Mysore, Mysuru.
2. The Dean, Faculty of Commerce, B.N. Bahadur Institute of Management Sciences, Manasagangotri, Mysuru.
3. The Chairman, B.N. Bahadur Institute of Management Sciences, Manasagangotri, Mysuru.
4. The Chairman, Board of Studies in Business Administration, B.N. Bahadur Institute of Management Sciences, Manasagangotri, Mysuru.
5. All the Principals of Affiliated College running BBA Programme.
6. The Director, College Development Council, Moulya Bhavan, Manasagangotri, Mysuru.
7. The Deputy Registrar/Assistant Registrar/Superintendent, AB & EB, University of Mysore, Mysuru.
8. The PA to Vice-Chancellor/Registrar/Registrar (Evaluation), University of Mysore, Mysore.
9. Office Copy.

# UNIVERSITY OF MYSORE



## Proposed CBCS Regulations for Bachelor of Business Administration (B B A)

### Regulations - 2018

#### NOTE:

1. These regulations are applicable to students taking admission to I semester BBA from the academic year 2018-19
2. The duration of the course shall be 3 years consisting of 06 semesters.
3. Each semester shall extend over a minimum period of SIXTEEN weeks teaching duration.

#### 1.0 NAME OF THE PROGRAM AND ITS DURATION

Bachelor of Business Administration (B B A)

The duration of the BBA course shall be of 03 years of 06 semesters. A candidate shall complete his/her degree within 06 academic years from the date of admission to the course

#### 2.0 ELIGIBILITY FOR ADMISSION

Students who have passed Pre-University Examination (10+2) or equivalent examination in any discipline are eligible for admission.

#### 3.0 SCHEME OF INSTRUCTIONS:

In each of the first four semesters, there shall be 6 courses from AECC and DSC. In each of the last two semesters, there shall be 6 courses from DSC, SEC and DSE. For each course, there shall be lecture classes, tutorials/practicals. The credits for each course varies between 2 and 5 credit per course per week as prescribed in the curriculum.

#### Credits Matrix:

Course Type		Total credits
DSC	10 courses $\times$ 5Credits + 9 courses $\times$ 4Credits	50+36= 86
DSE	04 courses $\times$ 5Credits	20
SEC	02 courses $\times$ 4Credits	8
AECC	10 courses $\times$ 3 Credits +1 Course $\times$ 2 Credits	32
Total courses (36 courses)		146

#### 4.0 SCHEME OF EXAMINATION AND EVALUATION:

There shall be university examination at the end of each semester for maximum marks of 80 for Theory examination and the Continues Assessment will be for 20 marks.

In case of courses less than 3 credits term end examination will be for 40 marks and Continues Assessment is for 10 marks.

All courses of this program except courses that are common to all other graduate program of the University of Mysore shall be set/valued/reviewed by BOE of Management for a maximum of 80 marks. The pattern of question paper will be as follows:

Part- A: Answer any two out of four questions.  $2 \times 15 = 30$

Part- B : Answer any three out of five questions.  $3 \times 10 = 30$

Part- C : Answer any four out of six questions.  $4 \times 05 = 20$

**TOTAL** **80**

Evaluation of each course is divided into continuous assessment (CA) and end term examination with marks allocated as shown in the table.

#### Scheme of Assessment

Course Type	C1	C2 (Including ABFR)	C3		Total
	Marks	Marks	Marks	Duration (Hrs)	
DSC	10	10	80	3	100
SDE	10	10	80	3	100
SEC	10	10	80	3	100
Project Work	30	30	40	3	100
AECC	10	10	80	3	100

Continues Assessment will be carried out in two stages: One, after eight weeks of instructions designated as C1, C2 is the preparation of Activity Based Filed Report. In each semester, students shall carry out field/factory visits and collect data (primary/secondary) on an activity pertaining to the subject in consultation with the concerned teacher called Activity Based Field Report (ABFR). The ABFR shall be submitted before the sixteenth week of the semester to the concerned teacher, who in turn will evaluate and submit the marks list along with C1 and C2 marks. The end of term examination designated as C3 will be held between eighteenth and twentieth weeks of the semester.

Continuous assessment may be through Activity Based Field Report, announced and surprise tests, term papers / seminars / quizzes / case discussions, viva, and practicals.

The breakup of marks will be as follows:

a. C1(Covering the first half of the syllabus)	-10 Marks
b. C2( Activity Based Field Report)	-10 Marks
c. C3 (Covering entire syllabus)	-80 Marks
<b>Total =<u>100 Marks</u></b>	

Term end examination (C3) will be of 3 hours duration for each course.

### **Evaluation of Project Report**

Evaluation of Project Report is for 100 marks divided into three components.

a) C1 (Finalization & Preparation of Synopsis)	-30 Marks
b) C2 (Submission of detailed work dairy)	-30 Marks
c) C3 (Final Project Report)	-40 Marks

### **5.0 ATTENDANCE:**

- ◆ Each semester shall be taken as a unit for the purpose of calculating attendance and a student shall be considered to have put in the required attendance for that semester if the candidate has attended not less than 75% of the number of working days (lectures during each semester)
- ◆ A candidate who does not satisfy the requirement of attendance shall not be eligible to take the examination of the concerned semester.
- ◆ A candidate who fails to satisfy the requirement of attendance in a semester shall re-join the same semester by obtaining prior permission from the University.

### **6.0 MEDIUM OF INSTRUCTION:**

The medium of instruction shall be English.

### **7.0 APPEARANCE FOR THE EXAMINATION:**

A candidate shall apply for all the courses of a semester when he appears for examination of each semester for the first time.

### **8.0 BOARD OF EXAMINERS, VALUATION:**

- ◆ There shall be a Board of Examiners for scrutinizing and approving the question papers and scheme of valuation constituted by the University.
- ◆ There will be single valuation for all the courses.

## 9.0 DECLARATION OF RESULT:

- ♦ Minimum for a pass in each course shall be 30%, and for all the courses in the semester average shall be 40%. However, a candidate has to score minimum of 30% of theory component of semester end examination i.e. 24(rounded off) marks out of 80 marks.
- ♦ There shall be no minimum marks for C1 and C2.
- ♦ Classification of successful candidates and Gradation of results shall be as per the University regulations as shown below;

<b>Letter grade</b>	<b>Grade point</b>
<b>O (Outstanding)</b>	<b>10</b>
<b>A+(Excellent)</b>	<b>9</b>
<b>A (Very Good)</b>	<b>8</b>
<b>B+(Good)</b>	<b>7</b>
<b>B (Above Average)</b>	<b>6</b>
<b>C (Average)</b>	<b>5</b>
<b>P (Pass)</b>	<b>4</b>
<b>F (Fail)</b>	<b>0</b>
<b>Ab (Absent)</b>	<b>0</b>

## 10.0 PROVISION FOR REPEATERS:

- ♦ A candidate is allowed to carry all the previous un-cleared programme/s to the subsequent semester/s.
- ♦ The candidate shall take the examination as per the syllabus and scheme of examination in force during the subsequent appearances.
- ♦ **PROVISION FOR RE-ADMISSION:**
- ♦ Such of those candidates who have discontinued the course/failed to take admission to the next semester, shall get admitted to the concerned semester in the immediate next academic year only. This provision is available to a student only two times in the entire duration of the course.
- ♦ **Any other issue not envisaged above** shall be resolved by the Vice Chancellor in consultation with the appropriate bodies of the University which shall be final and binding.
- ♦ Wherever the regulation is silent, the provisions of University CBCS regulations shall be applicable.

## 11.0 DETAILS OF B BA SUBJECTS AND SYLLABUS

Sl No.	COURSE S Type	Course	Credits	L:T:P Pattern	Work hours per week
<b>I Semester</b>					
1.1	AECC	Kannada-1/Sanskrit/Urdu/Tamil/Telugu/Marathi/Hindi	3	2:1:0	4
1.2	AECC	English-1	3	2:1:0	4
1.3	DSC-1	Financial Accounting - I	5	4:1:0	6
1.4	DSC-2	Principles of Management	4	3:1:0	5
1.5	DSC-3	Business Environment	4	3:1:0	5
1.6	AECC	Environmental studies	3	2:1:0	4
			<b>22</b>		<b>28hrs</b>
<b>II Semester</b>					
2.1	AECC	Kannada-2/Sanskrit/Urdu/Tamil/Telugu/Marathi/Hindi	3	2:1:0	4
2.2	AECC	English-2	3	2:1:0	4
2.3	DSC-4	Business Decision Theories	4	3:1:0	5
2.4	DSC-5	Management of Services	4	3:1:0	5
2.5	DSC-6	Financial Accounting - II	5	4:1:0	6
2.6	AECC	Constitution of India	3	2:1:0	4
			<b>22</b>		<b>28hrs</b>
<b>III Semester</b>					
3.1	AECC	Kannada-3/Sanskrit/Urdu/Tamil/Telugu/ /Marathi/Hindi	3	2:1:0	4
3.2	AECC	Business Communication-I(English – 3)	3	2:1:0	4
3.3	DSC-7	Management Information System	4	2:0:2	6
3.4	DSC-8	Financial Accounting-III	5	4:1:0	6
3.5	DSC-9	Cost Accounting	5	4:1:0	6
3.6	AECC	Disaster Management	2	2:0:0	2
			<b>22</b>		<b>28hrs</b>
<b>IV Semester</b>					
4.1	AECC	Kannad-4/Sanskrit/Urdu/Tamil/Telugu/Marathi/Hindi	3	2:1:0	4
4.2	AECC	Business Communication-II (English – 4)	3	2:1:0	4
4.3	DSC-10	Quantitative Techniques	5	4:1:0	6
4.4	DSC-11	Commercial Law	4	3:1:0	5
4.5	DSC-12	Organizational Behaviour	4	3:1:0	5
4.6	DSC-13	Management Accounting	5	4:1:0	6
			<b>24</b>		<b>30hrs</b>
<b>V Semester</b>					
5.1	DSC-14	Company Law	4	3:1:0	5
5.2	DSC-15	Business Statistics-I	5	4:1:0	6
5.3	DSC-16	Tax Management-I	5	4:1:0	6
5.4	SEC-1	Business Research Methods / Project Management <sup>1</sup>	4	3:1:0	5
	SEC-1			3:1:0	5
5.5	DSE-1	Elective-I(MM/HRM/FM/B&I/TM)	5	4:1:0	6
5.6	DSE-2	Elective-II (MM/HRM/FM/B&I/TM)	5	4:1:0	6
			<b>28</b>		<b>39hrs</b>
<b>VI Semester</b>					
6.1	DSC-17	Entrepreneurship and Small Business Management	4	3:1:0	5
6.2	DSC-18	Business Statistics-II	5	4:1:0	6
6.3	DSC-19	Tax Management-II	5	4:1:0	6
6.4 A	SEC-2	Business Policy / Project Report <sup>2</sup>	4	3:1:0	5
6.4 B	SEC-2			0:2:2	8
6.5	DSE-3	Electives-III(MM/HRM/FM/B&I/TM)	5	4:1:0	6
6.6	DSE-4	Elective-IV(MM/HRM/FM/B&I/TM)	5	4:1:0	6
			<b>28</b>		<b>42hrs</b>

**Total: 146 credits**

**DSC = Discipline Specific Course**  
**Specific Elective**

**SEC = Skill Enhancement Courses** **DSE = Discipline**  
**AECC = Ability Enhancement Compulsory Courses**

\* Any one of the languages from Kannada/Sanskrit/Urdu/Tamil/Telugu//Marathi//Hindi/French/German/Persian/Arabic

## 12.0 Elective Groups

### 1. Marketing Management:

- Elective I: **Principles of Marketing**
- Elective II: **Rural Marketing and Consumer Behaviour**
- Elective III: **Advertising**
- Elective IV: **Retail and Supply Chain Management**

### 2. Human Resource Management

- Elective I: **Human Resource Management**
- Elective II: **Human Resource Development**
- Elective III: **Performance Appraisal and Compensation Management**
- Elective IV: **Employee Empowerment and Industrial Relations**

### 3. Financial Management:

- Elective I: **Financial Management**
- Elective II: **Working Capital Management**
- Elective III: **Financial Services**
- Elective IV: **Investment Analysis and Portfolio Management**

### 4. Tourism Management

- Elective I: **Fundamentals of Tourism**
- Elective II: **Tourism Planning and Organisation**
- Elective III: **Tourism Management**
- Elective IV: **Tourism Marketing**

### 5. Banking and Insurance

- Elective I: **Indian Banking System**
- Elective II: **Banking Information Technology**
- Elective III: **Principles of Insurance**
- Elective IV: **General Insurance**

#### Instructions

1. In the fifth semester candidate can choose between Business Research Methods and Project Management.
2. In the sixth semester the candidate can choose between Corporate Governance and Project Report.
3. In the fifth and sixth semester the candidate should choose the papers from the elective group.
4. In the fifth and sixth semester the choice will be offered for a minimum strength of 20 students.
5. The project report shall be in the elective group chosen.
6. Project Report Guidance
  - Project Reports are to be prepared on problem/issues related to business or industry or functioning organisations under the guidance of senior teacher.
  - Guiding ten students in project work will be considered equivalent to teaching three credits course.

### **III SEMESTER**

#### **ABILITY ENHANCEMENT COMPULSORY COURSE 3.6**

#### **DISASTER MANAGEMENT**

**LTP 2:0:0**

**2 Hours per week**

**Objectives:** To familiarize students with the Disaster Management skills to enable them deal with manmade and natural disasters striking mankind

**UNIT-1-**Introduction to Disasters: Concepts, and definitions (Disaster, Hazard, Vulnerability, Resilience, Risks) . Disasters: Classification, Causes, Impacts (including social, economic, political, environmental, health, psychosocial, etc.) Differential impacts- in terms of caste, class, gender, age, location, disability Global trends in disasters, urban disasters, pandemics, complex emergencies, Climate change

**UNIT-2-** Approaches to Disaster Risk reduction: Disaster cycle - its analysis, Phases, Culture of safety, prevention, mitigation and preparedness community based DRR, Structural- nonstructural measures, roles and responsibilities of- community, Panchayati Raj Institutions/Urban Local Bodies (PRIs/ULBs), states, Centre, and other stake-holders.

**UNIT-3-**Inter-relationship between Disasters and Development: Factors affecting Vulnerabilities, differential impacts, impact of Development projects such as dams, embankments, changes in Land-use etc. Climate Change Adaptation. Relevance of indigenous knowledge, appropriate technology and local resources

**UNIT-4-** Disaster Risk Management in India Hazard and Vulnerability profile of India Components of Disaster Relief: Water, Food, Sanitation, Shelter, Health, Waste Management Institutional arrangements (Mitigation, Response and Preparedness, DM Act and Policy, Other related policies, plans, programmes and legislation)

#### **Books for reference**

1. Gupta Anil K, Sreeja S. Nair.
2. 2011 Environmental Knowledge for Disaster Risk Management,
3. NIDM, New Delhi Indian Journal of Social Work 2002.
4. Special Issue on Psychosocial Aspects of Disasters, Volume 63, Issue 2, April.
5. Kapur, Anu & others, 2005: Disasters in India Studies of grim reality, Rawat Publishers, Jaipur
6. Kapur Anu 2010: Vulnerable India: A Geographical Study of Disasters, IIAS and Sage Publishers, New Delhi.