

# BABASAHEB BHIMRAO AMBEDKAR UNIVERSITY

(A CENTRAL UNIVERSITY)

VIDYA VIHAR, RAEBARELI ROAD, LUCKNOW-226025

NIRF Ranked 69<sup>th</sup> in Overall Category  
NIRF Ranked 42<sup>th</sup> in University Category  
NIRF Ranked 78<sup>th</sup> in Management Category

BABASAHEB  
BHIMRAO  
AMBEDKAR  
UNIVERSITY



• LUCKNOW •  
प्रज्ञा शील करुणा  
ESTABLISHED 1998

## Course Structure of Bachelor of Business Administration (BBA)

As per National Education Policy 2020  
(Multiple Entry and Exit in Academic Programmes)  
(w.e.f. in 2022)

School of Management and Commerce  
Department of Management Studies  
(Erstwhile Department of Rural Management)



### 1. Introduction

The National Education Policy (NEP) 2020 seeks to reform the Higher Education system by providing flexibility to students to choose different subjects and determine their academic pathways. The policy envisages broad based, multi- disciplinary, holistic academic programmes with creative combination of disciplines of study with multiple entry and exit points. Thus, the curriculum proposed is flexible with myriad combination of subjects including development of skillbased ecosystem and vocationalisation of education by integrating it with mainstream education.

The proposed multiple entry and exit points in the academic programmes aspires to remove rigid boundaries and create new possibilities for students to choose and learn the subject(s) of their choice. This will also entail the way for students to have seamless mobility within or across the HEIs through formal system of credit recognition and transfer.

### 2. Initiative for Implementation of NEP 2020

A committee was constituted in the School of Management and Commerce by Dean for the implementation of NEP 2020 under the chirmanship of Head, Management and Commerce with the mandate to focus on Implementation of Multiple Entry and Exit Guidelines in Post Graduate (PG) & Undergraduate (UG) courses of the department. The Committee came up with this extant Guideline for Implementation of NEP 2020 in the school.

### 3. Academic Programmes

Department is presently offering two types of academic programs in the area of business Administration leading to BBA.

The UG Programme will be of Three-Year (Bachelor's Degree) or Four-Year (Bachelor's Degree with Research) duration and the curriculum will be flexible by allowing creative combination of subjects where skill based vocational education will be an integral part. The students will have opportunity for multiple entry and exit with appropriate certification viz. Undergraduate Certificate after one year (two semesters), Undergraduate Diploma after two years (four semesters), Bachelor's Degree after three years (six semesters) and Bachelor's Degree with Research after 4 years (eight semesters). This will allow them to continue or leave a course as per their academic orientation.

### 4. Programme Structure

The curriculum aspires to integrate the subjects limited to value addition, skill development, Ability enhancement, Community Engagement and Internship Project/ Apprenticeship & Experimental Learning with credit requirement, including increased creativity and innovation, critical thinking and higher-order thinking capacities, problem-solving abilities, teamwork, communication skills, more in-depth learning and mastery of curricula across fields, increase in social and moral awareness, etc., besides ease and enjoyment of learning.

#### 4.1 Course Categorization and Credit Distribution

In ensuring a holistic and multi-disciplinary education, the UG and PG Programme structure of School of Management and Commerce will be imaginative and flexible in nature with creative combinations of credit-based courses.

#### Course Categorization and Credit Distribution for Bachelor's Programme

The different category of courses in the Bachelor's Programme of School of Management and Commerce shall be offered across the semesters with total of 20 credits in each semester. In consonance with NEP 2020, the Bachelor's programme will be of three years or four years (optional).

#### 4.2 Detailed Course Structure:-

**BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
LIST OF SUBJECTS**

**BBA Semester I**

Code	Paper Name	Nature	Credits
BBA 101	Practices and Principles of Management	Core	3 credits
BBA 102	Financial Accounting	Ability Enhancement	3 credits
BBA 103	Managerial Economics	Core	3 credits
BBA 104	Business Statistics	Ability Enhancement	3 credits
BBA 105	Communicative English	Skill Development	3 credits
BBA 106	Computer Fundamentals	Core	3 credits
BBA 107	Environmental Studies	Community Engagement	2 credits
<b>Total</b>			<b>20 Credits</b>
BBAC 108	Business, Government and Society	Open elective	2 credits

**BBA Semester II**

Code	Paper Name	Nature	Credits
BBA 201	Business Mathematics	Ability Enhancement	3 credits
BBA 202	Cost Accounting	Core	3 credits
BBA 203	Business Communication	Skill Development	3 credits
BBA 204	Business Environment	Core	3 credits
BBA 205	Business Law	Core	3 credits
BBA 206	Comprehensive Viva Voce	Core	2 credits
BBA 207	Management Thinkers and Emerging Areas	Value Addition Course	3 credits
<b>Total</b>			<b>20 Credits</b>
BBAC 208	E- Business	Open elective	2 credits

*Exit policy: Students who leave the course after one year, earning 40 credits will be awarded with UG certification in Business Administration.*

**BBA Semester III**

Code	Paper Name	Nature	Credits
BBA 301	Marketing Management	Core	3 credits
BBA 302	Production and Operations Management	Core	3 credits
BBA 303	Financial Management	Ability Enhancement	3 credits
BBA 304	Business Organization	Core	3 credits
BBA 305	Human Resource Management	Core	4 credits
BBA 306	Indian Public Finance	Core	4 credits
<b>Total</b>			<b>20 Credits</b>
BBAC 307	Creativity and Change in Organizations	Open elective	2 credits

**BBA Semester IV**

Code	Paper Name	Nature	Credits
BBA 401	Indian Financial System	Core	2 credits
BBA 402	Research Methodology	Ability Enhancement	3 credits
BBA 403	Management Accounting	Core	3 credits
BBA 404	Industrial Law and Relations	Core	3 credits
BBA 405	Operations Research	Core	3 credits

BBA 406	Comprehensive viva voce	Core	3 credits
BBA 407	NCC/NSS/Swayam/Courses run by faculty on focus areas*	Value Addition Course	3 credits
<b>Total</b>		<b>20 Credits</b>	
BBAC 408	Social Entrepreneurship	Open elective	2 credits

Courses run by department faculties on focus areas*		
Code	Course Name	Credits
BBA 407 (I)	Startup & Venture Development	3 credits
BBA 407 (II)	Emotional Intelligence	3 credits
BBA 407 (III)	Business Analytics	3 credits
BBA 407 (IV)	Innovation, Invention & Creative thinking	3 credits

*Exit policy: Students who leave the course after two years, earning 80 credits will be awarded with UG Diploma in Business Administration.*

#### BBA Semester V

Code	Paper Name	Nature	Credits
BBA 501	Managing Personal Finance	Core	3 credits
BBA 502	Financial Services	Core	3 credits
BBA 503	Emerging Areas of Management	Core	3 credits
BBA 504	Consumer Behaviour	Core	3 credits
BBA 505	Project Management	Core	4 credits
BBA 506	Summer Internship Project	Skill Development	4 credits
<b>Total</b>		<b>20 Credits</b>	
BBAC 507	Performance Management	Open elective	2 credits

#### BBA Semester VI

Code	Paper Name	Nature	Credits
BBA 601	Business Policy and Strategic Management	Core	3 credits
BBA 602	Management Information System	Skill Development	3 credits
BBA 603	Management of Non -Profit Organization	Core	3 credits
BBA 604	Entrepreneurship and Small Businesses Management	Ability Enhancement	3 credits
BBA 605	Corporate Governance & Business Ethics	Core	4 credits
BBA 606	Comprehensive viva voce	Core	4 credits
<b>Total</b>		<b>20 Credits</b>	
BBAC 607	Environment and Global Competitiveness	Open elective	2 credits

*Exit policy: Students who leave the course after three years, earning 120 credits will be awarded with Bachelor Degree in Business Administration.*

#### BBA Semester VII

Code	Paper Name	Nature	Credits
BBA 701	Research Ethics	Core	4 credits
BBA 702	Review of Literature (Scope & Methods) and Synopsis	Core	6 credits
BBA 703	Data Analysis Methods and Techniques	Core	6 credits

BBA 704	Discipline Specific Specialization (Advance)*	Core	4 credits
<b>Total</b>		<b>20 Credits</b>	
BBAC 705	Foreign Language	Open elective	2 credits

Discipline Specific Specialization (Advance)*		
Code	Course Name	Credits
BBA 704 (I)	Advanced Human Resource Management	4 credits
BBA 704 (II)	Advanced Marketing Management	4 credits
BBA 704 (III)	Advanced Financial Management	4 credits
BBA 704 (IV)	Advanced Financial Management	4 credits

### BBA Semester VIII

Code	Paper Name	Nature	Credits
BBA 801	Research Dissertation	Core	10 credits
BBA 802	Dissertation Viva-voce	Core	10 credits
<b>Total</b>		<b>20 Credits</b>	

*Note: After the completion of four years, students earning 160 credits will be awarded with Bachelor' Degree (Honours/Research) in Business Administration.*

#### 4.3 Description of Courses

##### 4.3.1 Field Projects/Internship/Apprenticeship

The students, as a part of their course, will be given opportunities to enroll for Field Project(s) in the areas of community engagement and service, Internship, and Apprenticeship (FP/Ints/Apts). This component of the programmes is allotted with credits and the courses will spread across all the semesters.

##### 4.3.2 Language Skill and Communication

Courses on Language Skill and Communication (LSC) also forms a part of the academic programmes. Under this category, Business Communication and Communicative English papers shall be offered. These papers shall focus on development and enhancement of soft skills such as communication, discussion and debate emphasized by NEP 2020.

##### 4.3.3 Environmental Studies

Course on Environmental Studies (EVS) carrying credits shall also be offered. This paper will include areas such as climate change, pollution, waste management, sanitation, conservation of biological diversity, management of biological resources and biodiversity, forest and wildlife conservation, and sustainable development and living as suggested by NEP 2020.

##### 4.3.4 Value-Based Course

Value-Based Course (VBC) shall also be included in the academic programmes with credits. A pool of courses shall be prepared by the University which may include courses like Ethics and Culture/ Ethics and Self Awareness; Co-curricular; Sports/NCC/NSS; Health and Wellness; Social and Emotional Learning; Innovation and Entrepreneurship; IT Skills, Data Analysis and Mathematics; Science and Society, etc., out of which three courses could be selected which shall be on offer to the students.

##### 4.3.5 Research Dissertation

Research Dissertation (RD) is earmarked for students taking a 4-Year Bachelor's degree with Honours/Research. A total of 20 credits shall be allotted. The students are expected to complete 10 credits of the RD works and Dissertation viva voce in the eighth semester - writing of project/research proposal, review of related literature or studies and collection of the required data and submit the final copy to the concerned authority.

#### 4.3.6 Multiple Entry and Exit Options

UGC Guidelines for Multiple Entry and Exit (MEE) in Academic Programmes offered in HEIs (July, 2021) clearly stipulates series of academic levels with options for multiple entry and exits options are followed by the School of Management and Commerce in UG/PG courses.

#### 4.3.7 Certification of Qualification and Credit Requirement

Certification of academic qualifications will be categorized in terms of certificate, diploma and degree which are organized in a series of academic levels in ascending order from level 5 to level 10. Each level of academic qualification has certain credit requirement and these are presented below:

**Table 4: Certification of Qualification and Credit Requirement**

Levels	Qualification	Credit Requirement
Level 5	Undergraduate Certificate (1 Year or 2 Semesters)	36 – 40
Level 6	Undergraduate Diploma (2 Years or 4 Semesters)	72 – 80
Level 7	Bachelor's Degree (3 Years or 6 Semesters)	108 – 120
Level 8	Bachelor's Degree with Honours/Research (4 Years or 8 Semesters)	144 – 160
Level 8	Post-Graduate Diploma (For those who exit after completion of 1 Year or 2 Semesters of 2-Year Master's degree programme)	36 – 40
Level 9	Master's Degree (2 Years or 4 Semesters after a 3-Year Bachelor's degree)	72 – 80
Level 9	Master's Degree (1 Year or 2 Semesters after a 4-Year Bachelor's Degree with Honours/Research)	36 – 40
Level 10	Doctoral Degree	Minimum prescribed credits for course work and a thesis with published work

Source: UGC Guidelines for Multiple Entry and Exit in Academic Programmes offered in Higher Education Institutions (July, 2021)

#### 4.3.8 Open Online Courses

To achieve the three cardinal principles of India's Education Policy: Access, Equity and Quality and for the benefit of students, options will be given for students to earn credit by completing quality-assured online programmes offered on the Study Webs of Active Learning for Young Aspiring Minds (SWAYAM: www.swayam.gov.in) or other online educational platform approved by regulatory body from time to time. Students may opt to earn credits from such courses upto 40 per cent of the total courses offered in a particular programme.

#### 4.3.9 Course Options

Towards attainment of holistic and multidisciplinary education, list of credit-based courses will be prepared such as disciplinary major and minor, inter-disciplinary major and minor, vocational/skill courses, project in areas of community engagement and service, environmental education, and value-based education etc. To allow the students to take the courses of their choice, the courses to be offered by departments in a particular semester will be floated before the commencement of every semester.

The students will then select the courses of their choice from the list being floated keeping in view of the requirements as per curriculum of the degree they are pursuing.

#### 4.3.10 Evaluation Committee for Multiple Entry and Exit

With the provision of multiple entry and exit, students from other HEIs will be allowed entry to appropriate Level. Evaluation Committee will be set up to see the eligibility of such students who desire to join the University from other HEIs with a lateral entry.

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