

Gondwana University, Gadchiroli
NEP 2020 U.G. PROGRAMME SESSION 2024-25
Faculty of Commerce and Management

Bachelor in Business Administration (BBA)

Bachelor in Business Administration(BBA)

Course Structure&Credit Distribution

COURSE STRUCTURE & THEME

A. Definition of Credit:

1Hr.Lecture(L)perweek	1Credit
1Hr.Practical(P)perweek	0.5Credit
2HoursPractical(P)perweek	1Credit

B. Course code and definition:

Coursecode	Definitions
L	Lecture
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VEC	Value Education Course
VAC	Value added Courses
SEC	Skill Enhancement courses
DSE	DisciplineSpecificElective
OE	OpenElective

Course Name: Bachelor in Business Administration, Bachelor in Business Administration (Honours) and Bachelor in Business Administration (Honours with Research)

Course Level/Duration/System: Undergraduate / Three or Four years/6 or 8 Semesters with multiple entry and exit. The following option will be made available to the students joining BBA Research Program:

- a. **Oneyear:** UnderGraduateCertificate in Business Administration
- b. **Twoyears:** UnderGraduateDiplomainBusinessAdministration
- c. **Threeyears:** BachelorinBusinessAdministration(BBA)

d. **Four years:** Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

- **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- **For BBA (Honours):** BBA Degree

Note : The students who are eligible for BBA (Honours with Research) shall have choice to pursue either BBA (Honours) or BBA (Honours with Research).

SEMESTER WISE CREDIT DISTRIBUTION OF PROPOSED BBA [BBA (HONOURS) AND BBA (HONOURS WITH RESEARCH)] PROGRAM:

Semester	Core Courses	Ability Enhancement Courses	Indian Knowledge Systems	Value Education Courses	Skill Enhancement courses	Discipline Specific Elective	Open Elective	Total
I	12	4	2	2	-	-	-	20
II	12	2	2	2	2	-	-	20
III	12	-	2	2	4	-	-	20
IV	14	-	-	2	4	-	-	20
V	8	-	-	-	4	8	-	20
VI	6	-	-	-	6	8	-	20
BBA (Honours)								
VII	4	-	-	-	4	8	4	20
VIII	-	-	-	-	8	12	-	20
BBA (Honours with Research)								
VII	8	-	-	-	4	8	-	20
VIII	-	-	-	-	20	-	-	20

Category-wise distribution*

Description	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Open Elective	Total
BBA	64	6	6	8	20	16	-	120
BBA (Honours)	68	6	6	8	32	36	4	160
BBA (Honours with Research)	72	6	6	8	44	24	-	160

3 Years BBA Program	TotalCredits=120
4 Years BBA (Honours) and BBA (Honours with Research)	TotalCredits=160

INDUCTION PROGRAM

The Essence and Details of Induction program can also be understood from the 'DetailedGuideonStudentInductionprogram', as available on AICTE Portal, (Link: <https://www.aicteindia.org/sites/default/files/De-tailed%20Guide%20on%20Student%20Induction%20program.pdf>). For more, Refer **Appendix I**.

Induction program (mandatory)	Three-week duration
Induction program for students to be offered right at the start of the first year.	<ul style="list-style-type: none"> • Physical activity • Creative Arts • Universal Human Values • Literary • Proficiency Modules • Lectures by Eminent People • Visits to local Areas • Familiarization to Dept./Branch & Innovations

Mandatory Visits/Workshop/Expert Lectures:

- It is mandatory to arrange one industrial visit every semester for the students of each branch.
- It is mandatory to conduct a One-week workshop during the winter break after fifth semester on professional/industry/entrepreneurial orientation.
- It is mandatory to organize at least one expert lecture per semester for each branch by inviting resource persons from domain specific industry.

For Summer Internship/Projects /Seminar etc.

- Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.


Note: The internal assessment is based on the student's performance in mid semester tests (two best out of three), quizzes, assignments, class performance, at-tendency, viva-voce in practical, lab record etc.

Mapping of Marks to Grades

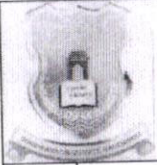
Each course (Theory/Practical) is to be assigned 100 marks, irrespective of the number of credits, and the mapping of marks to grades may be done as per the following table:

Range of Marks	Assigned Grade
91-100	A+
81-90	A
71-80	B+
61-70	B
51-60	C+
46-50	C
40-45	D
<40	F(Fail due to less marks)

Semester wise Structure and Curriculum for UG Course in BBA

<div style="display: flex; justify-content: space-between; align-items: center;">  <div style="text-align: center;"> <p>Gondwana University, Gadchiroli NEP2020 U.G. PROGRAMME SESSION 2024-25 Faculty of Commerce and Management Programme Name - B.B.A. Sem-I</p> </div> <div style="text-align: right;"> <p>Examination Scheme & Basket</p> </div> </div>																
Sr. No.	Course Category	Subject Name	Total Credit	Teaching Scheme (Hrs)			Examination Scheme								Total Marks	
				Theory	Practical	Total Hrs.	Theory				Practical					
							UA	CA	Total Mark	Min. Passing	Duration of Exam (Hrs.)	UA	CA	Total Mark		Min. Passing
1	Core Subject-I	Principles and Practices of Management	04	04	--	04	80	20	100	40	03	--	--	--	--	100
2	Core Subject-II	Financial Accounting	04	04	--	04	80	20	100	40	03	--	--	--	--	100
3	Core Subject-III	Business Statistics and Logic	04	04	--	04	80	20	100	40	03	--	--	--	--	100
4	AEC	Business Communication-I	02	02	--	02	40	10	50	20	02	--	--	-	-	50
5	AEC	General English	02	02	--	02	40	10	50	20	02	--	--	--	--	50
6	VEC	Environmental Science and sustainability	02	02	--	02	40	10	50	20	02	--	--	--	--	50
7	IKS	Indian Knowledge System^	02	02	--	02	40	10	50	20	02	--	--	--	--	50
Total			20	20	-	20	400	100	500	200	17	--	--	--	--	500

Note: IKS will be common for all Faculties in the first Semester as per Government letter No. क्र.एनईपी.२०२२/प्र.क्र.०६/विशि-३(शिकाना)दिनांक २५ जानेवारी, २०२४



Gondwana University, Gadchiroli
NEP 2020 U.G. PROGRAMME SESSION 2024-25
Faculty of Commerce and Management
Programme Name -B.B.A. Sem-II

Examination Scheme & Basket

Sr. No.	Course Category	Subjectname	Total Credit	TeachingScheme (Hrs)			ExaminationScheme								Total Marks	
				The ory	Practical	Total Hrs.	Theory				Practical					
							UA	CA	Total Mark	Min. Passing	Duration ofExam (Hrs.)	UA	CA	Total Mark		Min. Passing
1	Core Subject-I	HumanBehaviourandOrganization	04	04	--	04	80	20	100	40	03	--	--	--	--	100
2	Core Subject -II	MarketingManagement	04	04	--	04	80	20	100	40	03	--	--	--	--	100
3	Core Subject -III	BusinessEconomics	04	04	--	04	80	20	100	40	03	--	--	--	--	100
4	SEC	Emerging Technologies and application	02	02	--	02	40	10	50	20	02	--	--	-	-	50
5	VAC	IndianConstitution	02	02	--	02	40	10	50	20	02	--	--	--	--	50
6	AEC	Business Communication-II	02	02	--	02	40	10	50	20	02	--	--	--	--	50
7	MDE	Media LiteracyandCriticalThinking	02	02	--	02	40	10	50	20	02	--	--	--	--	50
Total			20	20	--	20	400	100	500	20	17	--	--	--	--	500

After Year 1, Students are advised to take Social Responsibility & Community Engagement encompassing Community Engagement with an NGO in the vacation time.

An UNDER GRADUATE CERTIFICATE IN BUSINESS ADMINISTRATION will be awarded, if a student wishes to exit at the end of First year.

Exit Criteria after First Year of BBA Programme

The students shall have an option to exit after 1st year of Business Administration Program and will be awarded with a **UG Certificate in Business Administration**. Students on exit have to compulsorily complete additional 04 Credits either in a Skill based subject or work based Vocational Course offered during summer term or Internship/Apprenticeship / Social Responsibility & Community Engagement encompassing community engagement with an NGO after the second semester of minimum 08 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University schedule.

Re-entry Criteria into Second Year (Third Semester)

The student who takes an exit after one year with an award of certificate may be allowed to re-enter in to Third Semester for completion of the BBA Program as per the respective University/Admitting Body schedule after earning requisite credits in the First year.



Gondwana University, Gadchiroli
NEP 2020 U.G. PROGRAMME SESSION 2024-25
Faculty of Commerce and Management
Programme Name -B.B.A. Sem-III

Examination Scheme & Basket

Sr. No.	Course Category	Subject name	Total Credit	Teaching Scheme (Hrs)			Examination Scheme									Total Marks
							Theory				Practical					
				The ory	Practical	Total Hrs.	UA	CA	Total Mark	Min. Passing	Duration of Exam (Hrs.)	UA	CA	Total Mark	Min. Passing	
1	Core Subject-I	ManagementAccounting	04	04	--	04	80	20	100	40	03	--	--	--	--	100
2	Core Subject -II	Legaland Ethical Issuesinbusiness	04	04	--	04	80	20	100	40	03	--	--	--	--	100
3	Core Subject -III	HumanResourceManagement	04	04	--	04	80	20	100	40	03	--	--	--	--	100
4	SEC	ManagementInformationSystem (MIS)	04	04	--	04	80	20	100	40	03	--	--	--	--	100
5	VEC	Yoga/Sports/NCC/NSS/Disaster Management	02	--	04	04	--	--	--	--	--	--	50	50	20	50
6	MDE	Indian Systems of Health and Wellness	02	02	--	02	40	10	50	20	02	--	--	--	--	50
Total			20	18	04	22	360	90	450	180	14	--	50	50	20	500



Gondwana University, Gadchiroli
NEP 2020 U.G. PROGRAMME SESSION 2024-25
Faculty of Commerce and Management
Programme Name -B.B.A. Sem-IV

Examination Scheme & Basket

Sr. No.	Course Category	Subject name	Total Credit	Teaching Scheme (Hrs)			Examination Scheme								Total Marks	
				Theory	Practical	Total Hrs.	Theory				Practical					
							UA	CA	Total Mark	Min. Passing	Duration of Exam (Hrs.)	UA	CA	Total Mark		Min. Passing
1	Core Subject-I	Entrepreneurship and Startup Ecosystem	02	02	--	02	40	10	50	20	03	--	--	--	--	50
2	Core Subject -II	Operations Management	04	04	--	04	80	20	100	40	03	--	--	--	--	100
3	Core Subject -III	Financial Management	04	04	--	04	80	20	100	40	03	--	--	--	--	100
4	Core Subject -III	Business Research methodology	04	04	--	04	80	20	100	40	03	--	--	--	--	100
5	VAC	Business environment and public policy	02	02	--	02	40	10	50	20	02	--	--	--	--	50
6	SEC	Enterprise System and platforms	02	02	--	02	40	10	50	20	02	--	--	--	--	50
7	SEC	Design Thinking and Innovation	02	02	--	02	40	10	50	20	02	--	--	--	--	50
Total			20	20	--	20	400	100	500	200	15	--	--	--	--	500

Note:

- At the end of the Fourth Semester every student shall undergo Summer Training / Internship / Capstone for Eight Weeks in the industry / Research or Academic Institute. This component will be evaluated during the fifth semester.
- An **UNDERGRADUATE DIPLOMA IN BUSINESS ADMINISTRATION** will be awarded, if a student wishes to exit at the end of Second year.

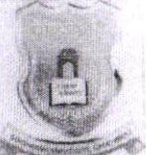
Exit Criteria after Second Year of BBA Programme

The students shall have an option to exit after 2nd year of Business Administration Program and will be awarded with a **UG Diploma in Business Administration**. Students on exit have to compulsorily complete additional 04 Credit either in a Skill based subject or work based Vocational Course offered during summer term or Internship / Apprenticeship / Social Responsibility & Community Engagement encompassing community engagement with an NGO / Capstone Project after the fourth semester of minimum 8 weeks of duration as decided by the respective University / Admitting Body.

The exiting students will clear the subject / submit the Internship Report as per the University / Admitting Body schedule.

Re-entry Criteria into Third Year (Fifth Semester)

The student who takes an exit after second year with an award of Diploma may be allowed to re-enter in to fifth Semester for completion of the BBA Program as per the respective University / Admitting Body schedule after earning requisite credits in the Second year.

<div style="display: flex; justify-content: space-between; align-items: center;">  <div style="text-align: center;"> <p>Gondwana University, Gadchiroli NEP 2020 U.G. PROGRAMME SESSION 2024-25 Faculty of Commerce and Management Programme Name -B.B.A. Sem-V</p> </div> <div style="text-align: right;"> <p>Examination Scheme & Basket</p> </div> </div>																
Sr. No.	Course Category	Subject name	Total Credit	Teaching Scheme (Hrs)			Examination Scheme								Total Marks	
				Theory	Practical	Total Hrs.	Theory				Practical					
							UA	CA	Total Mark	Min. Passing	Duration of Exam (Hrs.)	UA	CA	Total Mark		Min. Passing
1	Core Subject-I	Strategic Management	04	04	--	04	80	20	100	40	03	--	--	--	--	100
2	Core Subject-II	Logistics and Supply Chain Management	04	04	--	04	80	20	100	40	03	--	--	--	--	100
3	DSC	Discipline Specific Electives-I	04	04	--	04	80	20	100	40	03	--	--	--	--	100
4	DSC	Discipline Specific Electives-II	04	04	--	04	80	20	100	40	03	--	--	--	--	100
5	SEC	Internship/capstone Project	04	--	--	--	--	--	--	--	--	50	50	100	40	100
Total			20	24	--	20	320	80	400	160	12	50	50	--	--	500

Note: Discipline Elective in Finance / Marketing / HR / Business Analytics / International Business / Supply Chain Management



Gondwana University, Gadchiroli
NEP 2020 U.G. PROGRAMME SESSION 2024-25
Faculty of Commerce and Management
Programme Name -B.B.A. Sem-VI

Examination Scheme & Basket

Sr. No.	Course Category	Subject name	Total Credit	Teaching Scheme (Hrs)			Examination Scheme								Total Marks	
				Theory	Practical	Total Hrs.	Theory				Practical					
							UA	CA	Total Mark	Min. Passing	Duration of Exam (Hrs.)	UA	CA	Total Mark		Min. Passing
1	Core Subject-I	ProjectManagement	04	04	--	04	80	20	100	40	03	--	--	--	--	100
2	Core Subject -II	BusinessTaxation	02	02	--	02	40	10	50	20	02	--	--	--	--	50
3	DSC	DisciplineSpecificElectives-III	04	04	--	04	80	20	100	40	03	--	--	--	--	100
4	DSC	DisciplineSpecificElectives-IV	04	04	--	04	80	20	100	40	03	--	--	--	--	100
5	SEC	CorporateGovernance	02	02	--	02	40	10	50	20	02	--	--	--	--	50
6	SEC	Major Project	04	--	--	--	--	--	--	--	--	50	50	100	40	100
Total			20	20	--	20	370	130	500	200	12	--	--	--	--	500

Note : Discipline Elective in Finance /Marketing /HR /Business Analytics / International Business / Supply Chain Management

Note:

1. BACHELOR IN BUSINESS ADMINISTRATION Degree will be awarded, if a student wishes to exit at the end of Third year.

Exit Criteria after Third Year of BBA Programme

The students shall have an option to exit after 3rd year of Business Administration Program and will be awarded with a Bachelor's in Business Administration.

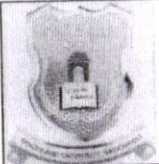
Re-entry Criteria into Fourth Year (Seventh Semester)

The student who takes an exit after third year with an award of BBA may be allowed to re-enter in to Seventh Semester for completion of the BBA (Honours) or BBA (Honours with Research) Program as per the respective University / Admitting Body schedule after earning requisite credits in the Third year.

Minimum eligibility criteria for opting the course in the fourth year will be as follows:

- **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- **For BBA (Honours):** BBA Degree

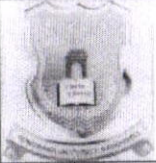
❖ **Note: Lateral Entry: After completion of BBA Honours or BBA Honours with Research will get direct admission in Post Graduate MBA – 3rd Semester (II year)**



Gondwana University, Gadchiroli
NEP 2020 U.G. PROGRAMME SESSION 2024-25
Faculty of Commerce and Management
Programme Name -B.B.A. (Honours)Sem-VII

Examination Scheme & Basket

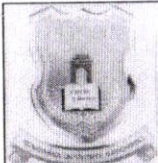
Sr. No.	Course Category	Subject name	Total Credit	Teaching Scheme (Hrs)			Examination Scheme								Total Marks	
				Theory	Practical	Total Hrs.	Theory				Practical					
							UA	CA	Total Mark	Min. Passing	Duration of Exam (Hrs.)	UA	CA	Total Mark		Min. Passing
1	OE	AI for Business or Online Course	04	04	--	04	80	20	100	40	03	--	--	--	--	100
2	CC	Entrepreneurial Leadership	04	04	--	04	80	20	100	40	03	--	--	--	--	100
3	DSE	Discipline Specific Electives-V	04	04	--	04	80	20	100	40	03	--	--	--	--	100
4	DSE	Discipline Specific Electives-VI	04	04	--	04	80	20	100	40	03	--	--	--	--	100
5	SEC	Summer Internship-II	04	--	--	--	--	--	--	--	--	50	50	100	40	100
Total			20	16	--	16	320	80	400	160	12	50	50	100	40	500



Gondwana University, Gadchiroli
NEP 2020 U.G. PROGRAMME SESSION 2024-25
Faculty of Commerce and Management
Programme Name -B.B.A. (Honours)Sem-VIII

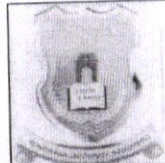
Examination Scheme & Basket

Sr. No.	Course Category	Subject name	Total Credit	Teaching Scheme (Hrs)			Examination Scheme								Total Marks	
				The ory	Practical	Total Hrs.	Theory				Practical					
							UA	CA	Total Mark	Min. Passing	Duration of Exam (Hrs.)	UA	CA	Total Mark		Min. Passing
1	DSE	DisciplineSpecificElectives-VII	04	04	--	04	80	20	100	40	03	--	--	--	--	100
2	DSE	DisciplineSpecificElectives-VIII	04	04	--	04	80	20	100	40	03	--	--	--	--	100
3	DSE	DisciplineSpecificElectives-IX	04	04	--	04	80	20	100	40	03	--	--	--	--	100
4	SEC	Dissertation work	08	--	--	--	--	--	--	--	--	100	100	200	80	200
Total			20	12	--	12	240	60	300	120	09	100	100	200	80	500



Gondwana University, Gadchiroli
NEP 2020 U.G. PROGRAMME SESSION 2024-25
Faculty of Commerce and Management
Programme Name -B.B.A. (Honours with Research)Sem-VII Examination Scheme & Basket

Sr. No.	Course Category	Subject name	Total Credit	Teaching Scheme (Hrs)			Examination Scheme									Total Marks
				Theory	Practical	Total Hrs.	Theory				Practical					
							UA	CA	Total Mark	Min. Passing	Duration of Exam (Hrs.)	UA	CA	Total Mark	Min. Passing	
1	CC	AdvancedDataAnalysis Tools	04	02	04	04	80	20	100	40	03	--	--	--	--	100
2	CC	Advanced Research Methodology	04	02	04	04	80	20	100	40	03	--	--	--	--	100
3	SEC	Research Internship Report and Viva – Voce	04	--	--	--	--	--	--	--	--	50	50	100	40	100
4	DSE	DisciplineSpecificElectives-X	04	04	--	04	80	20	100	40	03	--	--	--	--	100
5	DSE	DisciplineSpecificElectives-XI	04	04	--	04	80	20	100	40	03	--	--	--	--	100
Total			20	12	08	16	320	230	400	160	12	50	50	100	40	500



Gondwana University, Gadchiroli
NEP 2020 U.G. PROGRAMME SESSION 2024-25
Faculty of Commerce and Management
Programme Name -B.B.A. (Honours with Research)Sem-VIII Examination Scheme &Basket

Sr. No.	Course Category	Subject name	Total Credit	Teaching Scheme (Hrs)			Examination Scheme								Total Marks	
				Theory	Practical	Total Hrs.	Theory				Practical					
							UA	CA	Total Mark	Min. Passing	Duration of Exam (Hrs.)	UA	CA	Total Mark		Min. Passing
1	SEC	Dissertation (For Research Track)*	20	--	--	-	--	--	--	--	--	250	250	500	200	500
Total			20	--	--	-	--	--	--	--	--	250	250	500	200	500

*The Dissertation work will start from the beginning of fourth year of BBA (HonourswithResearch) Program.

Students of Fourth Year shall be assessed for Project Work and Research Internship Re- port and Viva –Voce and Dissertation (For Research Track).

List of Discipline Specific Elective [It's indicative, University / Institute can add as per the requirements]

S.No	Finance	Marketing	Human Resource Management	Business Analytics	International Business	Supply chain Management
1	International Financial Management	Consumer Behaviour	HRD- Systems & Strategies	Data Analytics using R / Python	International Trade Policy & Strategy	Operations Management
2	Investment Analysis & Portfolio Management	Sales Marketing	Change Management and Organizational Development	Data Visualization using tableau / Powerbi	Global Business Environment	Inventory Management
3	Business Analysis & Valuation	Retail Marketing	Training & Development	Marketing Analytics	Transnational Crosscultural Marketing	Logistics & Distribution Management
4	Financial Modelling & Derivatives	Marketing of Services	Performance & Compensation Management	Finance Analytics	International Supply Chain management	International Supply Chain
5	Strategic Corporate Finance	Digital Marketing	Negotiation Skills	HR Analytics	International Accounting & Reporting System	Project Management
6	Financial Analytics	Supply Chain Management	Cross Culture HRM	Social Media & Web Analytics	International Ventures, Mergers & Acquisitions	Supply Chain Analytics
7	Neuro Finance	International Marketing	HR Analytics		EXIM Policy and documentation	
8		Rural Marketing	Team Building In the organizations			
9		Neuro Marketing	Behavioral testing and training for employee retention.			
10		B2B Marketing	Talent acquisition and management			
11			Compensation management			
12			Employee Life Cycle Management			
13			Coaching & Mentoring			

Note: Lateral Entry: After completion of BBA Honors and BBA Honors with Research will get direct admission for MBA –II year