

Program Scheme
Bachelor of Business Administration
(BBA)

**Finance, Marketing, Human Resource
Management, Foreign Trade & Digital
Marketing**

(2022-2025)

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Document Release Notice

Program Scheme for all Semesters

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Name of Program	Bachelor of Business Administration
Abbreviated Program Name	BBA
Updated on	June 2022
Approved By	BOS

OVERVIEW

RNB Global University follows Semester System along with Choice Based Credit System as per latest guidelines of University Grants Commission (UGC). Accordingly, each academic year is divided into two semesters, **Odd (July-December) and Even (January-June)**. Also, the university follows a system of continuous evaluation along with regular updating in course curricula and teaching pedagogy.

Name of Program	BBA
Duration of Program	3 years
Number of Semester	6
Total Credit of Program	158 Credits

DETAILED CREDIT STRUCTURE

Year 1	Semester I	23 Credits
	Semester II	27 Credits
Year 2	Semester III	27 Credits
	Semester IV	27 Credits
Year 3	Semester V	29 Credits
	Semester VI	25 Credits
Total Credits		158 Credits

PROGRAM OBJECTIVE

BBA Program has four key learning objectives, which are embedded in the curriculum and pedagogy. These objectives help in providing a holistic learning experience to the students. Following are the learning goals of the Under Graduate Program in Management:

1. **Interpersonal Awareness and Working in Teams:** Each student shall demonstrate an ability to work effectively in a team, exhibiting behaviour that reflects an understanding of the importance of individual roles and tasks, and the ability to manage conflict and compromise, so that team goals are achieved.
2. **Critical and Integrative Thinking:** Each student shall be able to identify key issues in a business setting, develop a perspective that is supported with relevant information and integrative thinking, to draw and assess conclusions.
3. **Awareness of Global Issues Affecting Business:** Each student shall be able to identify key relevant global factors, and be able to analyse the impact of the global environment on business issues, as compared with domestic factors.
4. **Effective Oral Communication:** Each student shall be able to communicate verbally in an organised, clear, and persuasive manner, and be a responsive listener.

DURATION OF THE PROGRAM/MAXIMUM DURATION

The BBA Program shall be of three years with six semesters. A student will be required to complete the program within minimum 3 years and maximum a duration of 5 years from the date of first registration in the first Semester.

The student shall be required to undergo 5-6 weeks Summer Internship at the end of the Second year (4th Semester) & submit its report in the 5th Semester. Also the student shall complete a **Mini Project** during the program, in the 6th semester during the final/ third year.

An academic year consists two semester, Odd Semester (July-Dec) and Even Semester (Jan-June). Duration of Each semester can increase or decrease. Generally each semester has 15-18 weeks of academic works.

The examination for the I, III, and V, semesters shall ordinarily be held in the month of November/December and of the II, IV and VI semesters in the month of April/May or on such dates as may be fixed by the University.

REGISTRATION AT THE START OF EVERY SEMESTER

Every semester, students admitted to a program should register him/her for the next Semester. The student must also register for the elective courses, if any, (both discipline specific and open electives) that he/she wishes to take in that particular semester (especially in the final year/last 2 semesters).

PROMOTION FROM 1ST YEAR TO 2ND YEAR

A student is eligible for promotion to next year, if he/she meets the below mentioned minimum CGPA Criteria (by combining odd and even semester).

- For promotion from 1st Year to 2nd year , Minimum CGPA of 4.0
- For promotion from 2nd Year to 3rd year , Minimum CGPA of 4.5

Meaning: If for a Student, if CGPA is 4.0(**Minimum 40% marks are required to get promoted**) or more than 4.0 in 1st year having any number of subject backlog/fail , he/she shall be promoted to next year. That, it is his/her choice to clear his/her backlog in summer semester or with semester end examination as per ODD backlog with ODD semester and EVEN Backlog in EVEN Semester.

If student CGPA is less than 4.0, having any number of backlog in the 1st year and CGPA is less than 4.5 in 2nd year, he/she must appear in summer semester to clear backlog papers.

For promotion to 3rd Year, a student must have to clear all his/her paper of 1st year. Student cannot carry internal backlog to next year, he/she must clear his/her internal backlog before commencement of next year session.

TEACHING PEDAGOGY

The modern case-based pedagogy pursued at RNBGU helps build a real business scenario within the campus premises. This helps students absorb facts and theories, at the same time apply leadership skills, amidst real life business situations. This stimulating environment and approach gives a strong grounding to the students and prepares them to take up challenging situations, going forward. The faculty largely plays the role of a facilitator, a guiding light that directs the flow of discussions and helps develop a problem-solving approach among the participants. Steady exposures to different case studies make our participants adept at managing challenging business situations with confidence.

In the networking world of today, communication skills are becoming very important. A manager's main role is to communicate his/her vision and strategy to others and get them to work with him/her towards that vision. RNBGU places special importance on the communication and interpersonal skills of students by imparting subjects like 'Ability & Skill Enhancement'.

Teaching Pedagogy includes:

- Classroom interactions by qualified and experienced faculty members using modern teaching aids such as power-point presentations and high quality video film aided sessions.
- Guest lectures by industry executives.
- Intensive objective-oriented skill and knowledge based demonstrations and practical sessions in the state-of-the-art in-house practical facilities.
- High level of integration of academics and industry through live training at affiliated companies.

- Soft-Skills and Personality Development sessions by in-house faculty and external experts to improve the employability of the students.
- Field trips and industrial tours.
- Well planned assignments, group activities, presentations, role plays and projects to encourage industry centric learning.

CONTINUOUS ASSESSMENT

A continuous assessment system in semester system (also known as internal assessment/comprehensive assessment) is spread throughout the duration of the course and is done by the teacher teaching the course/subject. The student gets an opportunity to learn more using the continuous learning method. The students do not keep the things for last one month and would learn throughout the semester. The continuous assessment provides a feedback on teaching learning process. The feedback after being analyzed is passed on to the concerned student for implementation and subsequent improvement. As a part of concurrent evaluation, the learners shall be evaluated on a continuous basis by the University to ensure that student learning takes place in a graded manner.

Students can refer to the semester/year wise “Program Assignment chart” to get a better idea on the format/style & number of assignments they need to take in a particular semester/year. The assignments are designed in such a way that helps in the holistic growth of the students along with creating confidence & bettering the communication skills.

ASE- ABILITY AND SKILL ENHANCEMENT

Ability and Skill Enhancement (ASE) is the umbrella under which various spikes like training modules on communication skills, business etiquettes, technical terminology, vertical study, understanding requirements of various specializations and many such topics are taught which render in helping the students prepare for the Global Entrant. ASE has been conceptualized with a view to explore the dynamics and techniques of effective interpersonal communication and to reinforce confidence in students by concentrating on what works about the individual. We believe that students need to not only develop academically but develop the ability to survive in the modern world.

Aim of ASE is:

1. To convert the conceptual understanding of communication into everyday practice and to train students to apply concepts/ideas in their own experience.
2. To create a learner-language interface enabling students to exercise control over language use.
3. To exercise control over language use and sensitize students to the nuances of the four basic communication skills – Listening, Speaking, Reading and Writing.
4. To give them the skill sets that would help them grow professionally.

Along with imparting education and academic proficiency to students, we prepare them for situations beyond academics also. Inclusion of co-curricular and extracurricular activities under ASE is facilitating a comprehensive development of students. ASE focuses on body language, communication interpersonal and presentation skills by teaching them the art of developing, creating and executing their presentation with a professional approach and attitude.

ASE Modules I To VI are specifically designed so as to gradually increase the learning approach of the student, helping students train their mind keeping themselves in the realistic world. It enables a student to develop key professional qualities.

ASE helps in achieving the University's mission to promote 'True Learning' and discourage 'Rot Learning'. Use of tutorials, assignments, debates, quizzes, presentations, case studies, projects, practical test, viva voce and many more modern tools promotes the learning quotient among the students.

This is one of the exclusive features of RNBGU's skill enhancement efforts.

WORKSHOPS & SEMINARS

Going beyond the horizons of textbooks and making something innovative is certainly a measure to improve an individual in practical terms. Workshops, seminars and conferences held at regular intervals do perform the same motive for a student. In such sessions, top officials from corporate sector and big industrialists along with faculties from institute of repute are invited.

Students get an opportunity to connect their theoretical knowledge with practicing managers. It enhances the confidence level of student's aspiring their dreams. It is always a nice option to exercise the textbook tools with technological knowhow. Students attending such workshops, seminars can demonstrate their capabilities and can further more update their knowledge through such platforms.

Seminars offer students the opportunity to interact with top industry leaders, experienced business managers, entrepreneurs, venture capitalists, and small-business owners. Designed to introduce students to different aspects of business and industry, the series also includes information on career opportunity and development. A post-seminar interaction allows students to talk one-on-one with speakers and network with their peers.

Workshops allow students to further develop marketable business skills in an intensive, interactive environment. Topics are selected through input from industry, program administrators, and students.

This is one of the key features of RNBGU's learning pedagogy.

SUMMER INTERNSHIP

The purpose of Summer Internship Program (SIP) is to assist the student's development of employer-valued skills such as teamwork, communications and attention to current industry requirements & exposure. SIP is designed in order to achieve the following objectives:

- Expose the student to the environment and expectations of performance on the part of management in professional practice, private/public companies or government entities.
- Enhance and/or expand the student's knowledge of a particular area(s) of management.
- Expose the student to professional role models or mentors who will provide the student with support in the early stages of the internship and provide an example of the behaviours expected in the intern's workplace.

Internships are taken after the end of the 4th semester for a period of 4-5 weeks. It carries 6 credits & the student needs to submit his/her Summer Internship Report in the 5th semester. For the ease of students understanding, summer internship is evaluated for a total of 150 marks for Weekly Reports, Project Report, and Presentation & Viva Voce & later converted into grade & grade points as per the University Examination Policy.

Complete document/guidelines are available for the help/assistance of the students for SIP. **Students can refer to the BBA Summer Internship & Project Instructions & Assistance Document** to get a better idea on the Formats, Style, Project reports, Marks breakup & scoring criteria, etc ;enabling students a better perspective & understanding on benefiting the maximum from such dedicated & sincere efforts by RNB Global University for organizing such Summer Internship program for its students.

The complete SIP reporting & evaluation pattern is again a very unique & well-structured industry academia learning efforts of RNBGU.

MINI PROJECT

Every student needs to take up a Mini Project in the 6th semester. It carries 4 credits. The projects are mainly Industry oriented either on Primary Research with a local Industry or a secondary research of a company of national or international repute.

The project is to be pursued by him / her under the supervision of an Internal Faculty supervisor, which is to be appointed by the Dean.

Prior to starting a research, students must go through the proposal stage, during which students will develop their proposal and have it reviewed by his/her research advisor.

The student needs to submit his Mini Project report induplicate at least four weeks prior to the commencement of the End Term Examination of the Sixth Semester.

For the ease of students understanding, Mini Project is evaluated for a total of 150 marks of which 50 marks are for 5 Working Reports of 10 marks each (minimum duration between 2 reports is 1 week & maximum duration between 2 reports is 1 fortnight), 50 marks for final Project Report, & 50 marks towards Presentation & Viva Voce. Marks obtained are later converted into grade & grade points as per the University Examination Policy.

50 marks based on the 5 working reports will be evaluated internally by the Supervising Faculty .Project Report along with Presentation & Viva Voce shall be evaluated by an External Examiner appointed by the University for a total of 100 marks (50 marks for Project Report & 50 marks for Presentation & Viva Voce).

SEMESTER WISE COURSE DETAILS

Semester -I

S. No.	Course Code	Course Name	L	T	P	Credits
1.	99001900	Environmental Studies (AECC)	3	1	0	4
2.	11007400	Financial Accounting	3	1	0	4
3.	11007500	Principles of Management	3	1	0	4
4.	11007600	Principles of Micro Economics	3	1	0	4
5.	11007700	Computer Applications	2	0	0	2
6.	11007800	Computer Applications Lab	0	0	4	2
7.	11003500	Ability & Skill Enhancement - I	2	0	0	2
8.	99003300	Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
Total			16	4	4	23

Semester - II

S. No.	Course Code	Course Name	L	T	P	Credits
1.	11009500	Principles of Macro Economics	3	1	0	4
2.	11009600	Cost Accounting	3	1	0	4
3.	11002700	Business Mathematics and Statistics	3	1	0	4
4.	11011500	Organizational Behavior	3	1	0	4
5.	11020900	Marketing Management	3	1	0	4
6.	99002200	Business Communication	3	1	0	4
7.	11003600	Ability & Skill Enhancement -II	2	0	0	2
8.	99003300	Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
Total			20	6	0	27

Semester - III

S. No.	Course Code	Course Name	L	T	P	Credits
1.	11012100	Business Environment	3	1	0	4
2.	11004900	Business Law	3	1	0	4
3.	11012400	Family Business Management	3	1	0	4
4.	11012200	Human Values, Business & Managerial Ethics	3	1	0	4
5.	11005200	Financial Management	3	1	0	4
6.	11005300	Human Resources Management	3	1	0	4
7.	11003700	Ability & Skill Enhancement -III	2	0	0	2
8.	99003300	Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
Total			20	6	0	27

Semester -IV

S. No.	Course Code	Course Name	L	T	P	Credits
1.	11009000	Corporate Law	3	1	0	4
2.	11009700	Entrepreneurship	3	1	0	4
3.	11009100	Management Accounting	3	1	0	4
4.	11009200	Production and Operations Management	3	1	0	4
5.	11009300	Research Methods in Business Management	3	1	0	4
6.	11009400	Management Information Systems	3	1	0	4
7.	11003800	Ability & Skill Enhancement -IV	2	0	0	2
8.	99003300	Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
Total			20	6	0	27

Semester -V

S. No.	Course Code	Course Name	L	T	P	Credits
1.	11017500	Summer Internship and Report	0	0	12	6
2.	11009900	Banking And Insurance	3	1	0	4
3.	11020700	International Business Management	3	1	0	4
4.	-	Open Elective I	3	1	0	4
5.	-	Specialization Elective I	3	1	0	4
6.	-	Specialization Elective II	3	1	0	4
7.	11003900	Ability & Skill Enhancement - V	2	0	0	2
8.	99003300	Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
Total			17	5	12	29

Semester -VI

S. No.	Course Code	Course Name	L	T	P	Credits
1.	11013500	E- Business	3	1	0	4
2.	11013600	Business Policy and Strategic Management	3	1	0	4
3.	-	Open Elective II	3	1	0	4
4.	-	Specialization Elective III	3	1	0	4
5.	-	Specialization Elective IV	3	1	0	4
6.	11013700	Mini Project	0	0	4	2
7.	11004000	Ability & Skill Enhancement -VI	2	0	0	2
8.	99003300	Workshops/Seminars/Human Values/ Social Service/NCC/NSS	-	-	-	1
Total			17	5	4	25

ELECTIVES

Course Code	Course Name
Open Electives	
11019400	Goods & Service Tax(OE1)
11014400	Rural Marketing (OE2)
Marketing	
11020800	Consumer Behavior (SE I)
11012900	Advertising Management (SE II)
11013200	Retail Management
11021000	Services Marketing (SE IV)
11014100	Sales and Distribution Management (SE III)
Finance	
11013000	Security Analysis & Portfolio Management (SE I)
11013300	Project Management
11013900	Corporate Accounting (SE III)
11014200	Management of Financial Institutions & Services (SE II)
11014500	Insurance and Risk Management (SE IV)
HR	
11017900	Recruitment, Training & Development (SE1)
11013400	Performance and Compensation Management (SEII)
11014000	Industrial Relations and Labour Law (SE III)
11014300	Negotiation and Collective Bargaining
11014600	Team Building and Leadership (SE IV)
Foreign Trade	
11019900	Foreign Trade & Indian Economy (SE I)
11020100	Export Import Procedure & Documentation (SE II)
11020300	International Relations (SE III)
11020400	International Economics & Foreign Exchange Management (SE IV)

Digital Marketing	
11020000	Digital Marketing & Content Development (SE I)
11020200	Search Engine Marketing & Optimization (SE II)
11020500	Advance Google AdWords & outline Display Advertising (SE III)
11020600	Data Analysis & Visualization (SE IV)

EVALUATION SCHEME

The evaluation of the BBA program would be based on Internal and External Assessments. Internal Assessment would consist of 50% of the marks (50 marks) and external assessment (in form of End Term Exam) would consist of remaining 50% marks (50 marks). Detailed scheme of Internal and External Assessments as follows:

Internal Assessment- Semester I

Type	Details	Marks
Mid Term	One Mid-term Sessional	25
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	20
Attendance	75% + : 5 marks	5
TOTAL	50	

Internal Assessment- Semester IInd- VIth

Type	Details	Marks
Mid Term	Two Mid-term Sessional of 15 marks each (15+15)	30
Marks obtained in various Tests, Assignments, Presentations, Quiz, Tutorials, etc.	Average of marks obtained	15
Attendance	75%+ : 5 marks	5
TOTAL	50	

External Assessment - Semester Ist- VIth

Type	Marks
Theory	50

EVALUATION SCHEME- WORKSHOPS & SEMINARS AND HUMAN VALUES & SOCIAL SERVICE/NCC/NSS

1. The evaluation of Workshops & Seminar and Human Values & Social Service/NCC/NSS will be completed from Semester I – Semester VI. It will be evaluated internally by the various Forums & Schools Concerned. The credit for this will be given at the end of each Semester.
2. The students have to join club/clubs/Forums with the active participation in different activities of club. The students would be continuously assessed from Semester-I to Semester-IV and credits and marks would be given after the end of each Semester

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