

MADHYA PRADESH BHOJ (OPEN) UNIVERISTY

ORDINACE NO. 4

BACHELOR OF BUSINESS ADMINISTRATION THREE YUEAR DEGREE PROGRAMME

There shall be a three year B.B.A. Degree Programme of 96 credits (one credit being equivalent to roughly 30 hours of work one the part of students including self reading, reading in classess, consulting library, preparation for examinations etc.). These will be equally divided in three parts of 32 credits each corresponding to each year of study or a session. Thus each year of study will cover in all 8 courses of four credits each. The study for each session shall consist of two parts each covering first half of the second half of a session. The first 4 courses for each year of study will be covered in the first half of the session and remaining 4 courses in the second half of the session.

The candidates shall be assessed through a written examination of 3 hours duration and two assignments one each in tutor marked assignment (TMA) and computer marked assignment (CMA) forms for each course. The written examinations could be held in all 8 courses for a particular session at the end of the session or they could also be held in two parts in that session, each part covering first four courses or the remaining four courses.

The TMA will cover, approximately the first half of a course while the CMA will consist of 40 objective type questions covering the entire course. The completed CMA will be returnable within 15 days. For CMA a maximum time of 90 minutes shall be allowed. The ratio of the weights attached to the written examination in a course to the assignments in that course shall be 7:3. For this purpose the evaluation of performance in assignments will be asper the greater of the marks obtained in TMA or CMA.

Any student who has cleared +2 examination from any recognised University or Board or holding equivalent qualification shall be eligible for admission to the course.

There will be a fresh registration for each session and only those who clear the previous session shall be allowed to be registered for the next session.

The minimum percentage of marks to be obtained for being successful in a course shall be 40% of the total maximum marks for the course with a minimum of 35% of maximum marks assigned for each of the two components namely the written examination and the assignments. For being successful in a particular session the candidates have to fulfil the above requirement for all the 8 courses of a session. If a student is successful in seven courses and fails in one course then the student will be eligible for promotion to the next session (in case of students of third session) if the student succeeds in such an examination. If a student does not succeed even in the second examination he will be eligible for re-registration for the session in which he failed once more. A student who fails after such a re-registration in that course again, shall not be eligible to be promoted to the next session.

A minimum of 70% of attendance is a necessary eligibility condition for the entry of students in written examinations.

Successful students at the end of the third session shall be eligible for the award of B.B.A. degree of the University. Successful students securing 60% or more marks shall be placed in I division. Those securing 45% or more and less than 60% shall be placed in the II division. Those securing less than 45% shall be placed in III division.

B.B. A. 3 (Year Degree) Programme Structure **B.B.A. I year**

PART – A (First half of the first session)

1. Business Environment
2. Business communication
3. Basic Accounting and Finance
4. Principals of Management

PART – B (Second half of the first year)

1. Business Mathematics and Statistics
2. Business Economics
3. MIS I
4. Business Law
(Contract Act, Sale of Goods, Consumer Protection, Arbitration, Partnership etc.)

BBA II Year

PART – A (First half of the second year)

1. Principles of Marketing
2. Human Resource Management
3. Management Accounting
4. Operations Management

PART – B (Second Half of the second session)

5. Financial Management
6. MIs II
7. Corporate laws (company and Banking Laws)
8. Entrepreneurship and small business management

PART – A Compulsory Courses (First half of the third session)

1. Organizational Behavior
2. Management Policy and Strategy
3. Business Taxation
4. Materials and Purchase Management

PART – B Electives : Specialised Courses (Second half of the third session)

Four elective Courses in any one of the following areas of specialisations
:

Marketing Management

Information Systems

Banking and Finance

Human Resource Management

Entrepreneurship. Management of cooperatives, NGOS