# SCHEME OF EXAMINATION

# &

# SYLLABI

# OF

# Four-Year BACHELOR OF BUSINESS ADMINISTRATION PROGRAM

**(Aligned with AICTE NEP-2020 Model Curriculum and Formative Assessment Guidelines)**

## WITH EFFECT FROM THE ACADEMIC SESSION

# 2025-26

## MAHARSHI DAYANAND UNIVERSITY
## ROHTAK (HARYANA)

# BACHELOR OF BUSINESS ADMINISTRATION (BBA)

**BBA / BBA (Honors) / BBA (Honors with Research)**

**Program Overview**

The Bachelor of Business Administration (BBA) is a comprehensive 3-year undergraduate program, extendable to 4 years for Honors/Honors with Research, designed as per NEP-2020 and AICTE Model Curriculum. This program provides flexible entry and exit options, industry-oriented skill development, and multi-disciplinary learning through core courses, electives, skill enhancement modules, value-added courses, and research projects.

**BBA Program Objectives and Outcomes**

The BBA Program aims to develop competent, ethical, and visionary business leaders who can contribute meaningfully to national progress and excel in the global business environment. The following Program Objectives and Outcomes reflect our commitment to academic excellence, leadership development, and holistic personality growth.

**Program Objectives**

1. Acquire and demonstrate comprehensive theoretical and practical knowledge of management and business, with the ability to critically analyze Indian and global business environments and apply insights across diverse contexts.
2. Cultivate the mindset to act as responsible managers, entrepreneurs, and leaders, integrating knowledge and skills to contribute meaningfully to national development and to act as responsible global citizens.
3. Demonstrate effective communication skills to present opinions, ideas, and strategies with clarity, logical reasoning, and critical thinking.
4. Develop the ability to understand, articulate, and navigate complex business environments with mindfulness and strategic clarity.
5. Exhibit commitment to roles and responsibilities as active members of multi-cultural teams, effectively managing diversity in cross-cultural settings.
6. Uphold the highest standards of professional and ethical conduct, fostering trust and integrity in all business practices.
7. Evolve into emotionally intelligent leaders and informed decision-makers, capable of inspiring and motivating teams to achieve organizational goals.
8. Strengthen problem-solving capabilities and decision-making acumen to provide innovative and effective business solutions.
9. Build research and analytical skills to explore, understand, and critically evaluate both Indian and global business environments.

**Program Outcomes**

The program provides multiple entry and exit points in alignment with NEP-2020, enabling students to earn a Certificate, Diploma, Degree, or Honors Degree with Research, progressively enhancing their knowledge and skills.

**At the End of First Year: UG Certificate in Business Administration**

1. Understand and conceptualize the foundational principles and theories of management.
2. Recognize the importance of effective communication for presenting ideas and opinions in professional settings.
3. Demonstrate the ability to comprehend and describe the business environment and its dynamics.
4. Apply logical thinking and data interpretation skills to identify and analyze basic business problems.

**At the End of Second Year: UG Diploma in Business Administration**

1. Demonstrate intermediate level understanding of management concepts along with basic managerial and analytical skills.
2. Apply effective communication and logical reasoning in business decision-making and collaborative environments.
3. Exhibit professional conduct and appreciate workplace ethics and responsibilities.
4. Work effectively in team settings, embracing the value of group work and collaborative problem-solving.
5. Develop creativity and innovative thinking to approach business challenges.

**At the End of Third Year: Bachelor of Business Administration (BBA)**

1. Exhibit comprehensive factual and theoretical knowledge of management and business functions.
2. Critically evaluate and analyze Indian and global business environments across multiple contexts.
3. Recognize and perform roles as managers, entrepreneurs, and leaders in diverse business scenarios.
4. Communicate effectively using critical thinking, logical reasoning, and structured analysis.
5. Demonstrate consistent adherence to professional and ethical standards in managerial practices.

**At the End of Fourth Year: BBA (Honors) / BBA (Honors with Research)**

1. Integrate advanced theoretical and practical knowledge of management to critically analyze and respond to Indian and global business challenges.
2. Articulate and evaluate business strategies with clarity, mindfulness, and a holistic perspective.
3. Demonstrate leadership, accountability, and effective participation as members of multicultural and diverse teams.
4. Exhibit emotional intelligence, strategic decision-making, and the ability to motivate and influence teams.

5. Apply problem-solving and analytical skills to deliver innovative solutions and support informed managerial decisions.
6. Develop advanced research and inquiry skills to conduct in-depth studies of Indian and global business environments, contributing to new knowledge creation.

**Exit Options as per NEP-2020:**

1. After 1 Year: UG Certificate in Business Administration
2. After 2 Years: UG Diploma in Business Administration
3. After 3 Years: BBA Degree
4. After 4 Years: BBA (Honors) / BBA (Honors with Research)

**Eligibility for 4th Year Admission:**

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

- **For BBA (Honors):** Completion of 3-Year BBA Degree
- **BBA (Honors with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

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

**Credit System and Course Codes**

**Definition of Credit:**

- 1 Hour Lecture (L) per week = 1 Credit
- 1 Hour Tutorial (T) per week = 1 Credit
- 1 Hour Practical (P) per week = 0.5 Credit
- 2 Hours Practical (P) per week = 1 Credit

**Course Code and Components:**

- L – Lecture
- T – Tutorial
- P – Practical
- CC – Core Course
- AEC – Ability Enhancement Course
- MDE – Multi-Disciplinary Elective
- VAC – Value Added Course
- SEC – Skill Enhancement Course
- DSE – Discipline Specific Elective (Human Resource Management/ Business Analytics/ Marketing/ Supply Chain Management/ Finance/ International Business)
- OE – Open Elective (SWAYAM / Other Department Courses)

**SEMESTER-WISE CREDIT DISTRIBUTION**

Semester Wise Credit Distribution of Proposed BBA [BBA (Honors) and BBA (Honors with Research)] Program:

| Semester | Core Courses | Ability Enhancement Courses | Multi-Disciplinary Elective course | Value added Courses | Skill Enhancement courses | Discipline Specific Elective | Total |
|---|---|---|---|---|---|---|---|
| I | 12 | 4 | 2 | 2 | - | - | 20 |
| II | 12 | 2 | 2 | 2 | 2 | - | 20 |
| III | 12 | - | 2 | 2 | 4 | - | 20 |
| IV | 16 | - | - | 2 | 2 | - | 20 |
| V | 8 | - | - | - | 4 | 8 | 20 |
| VI | 6 | - | - | - | 6 | 8 | 20 |
| **BBA (Honors)** | | | | | | | |
| VII | 4 | | 4 | | 4 | 8 | 20 |
| VIII | | | | | 8 | 12 | 20 |
| **BBA (Honors with Research)** | | | | | | | |
| VII | 12 | | | | | 8 | 20 |
| VIII | 20 | | | | | | 20 |

**CATEGORY- WISE DISTRIBUTION***

| Description | Core Courses | Ability Enhancement Courses | Multi-Disciplinary Elective Courses | Value added Courses | Skill Enhancement courses | Discipline Specific Elective | Total |
|---|---|---|---|---|---|---|---|
| **BBA** | 66 | 6 | 6 | 8 | 18 | 16 | 120 |
| **BBA (Honors)** | 70 | 6 | 10 | 8 | 30 | 36 | 160 |
| **BBA (Honors with Research)** | 98 | 6 | 6 | 8 | 18 | 24 | 160 |
| **3 Years BBA Program** | | | | | **Total Credits = 120** | | |
| **4 Years BBA (Honors) and BBA (Honors with Research)** | | | | | **Total Credits = 160** | | |

**Note:** Students can take extra credit course from their own department or from other department as per the University norms.

**Induction Program (Mandatory)**

A 3-week Student Induction Program has to be conducted at the start of the first year to familiarize students with the academic environment, develop soft skills, and promote holistic learning.

**Components Include:**

- Physical Activities & Fitness
- Creative Arts & Literary Activities
- Universal Human Values and Ethics
- Language & Proficiency Modules
- Expert Lectures – at least one per semester
- Industrial Visits – one per semester
- Orientation with Department, Branch, and Innovations

**Mandatory Academic Activities**

1. Industrial Visits: One per semester
2. Workshops: One-week professional / industry / entrepreneurial workshop after 5th semester
3. Expert Lectures: At least one per semester by industry/domain experts

**Summer Internship & Projects**

- Evaluation includes Work Done, Project Report, Presentation, and Viva-Voce

**Internal Assessment Includes:**

- Class Participation and Performance
- Attendance
- Assignments & Quizzes
- Lab Records & Practical Viva-Voce
- Mid-Semester Tests (Best 2 out of 3 considered)

**Grading System**

Each course (Theory/ Practical) are assigned 100 marks, irrespective of the number of credits.

# SCHEME OF EXAMINATION OF
## BACHELOR OF BUSINESS ADMINISTRATION PROGRAM
(**Aligned with AICTE NEP-2020 Model Curriculum and Formative Assessment Guidelines**)
**With effect from the Academic Session 2025-26**

### A. Structure of UG Program (First three years of BBA Program)
### First Year: First Semester

| Course Code | Title of the Course (s) | Summative Assessment | Formative Assessment | Practicum/ Viva-Voce | Total Marks | Credits (L-T-P) |
|---|---|---|---|---|---|---|
| **3 WEEKS COMPULSORY INDUCTION PROGRAM (UHV-I)** | | | | | | |
| **Core Courses (CC)** | | | | | | |
| 25IMSI401DS01 | Principles and Practices of Management | 70 | 30 | - | 100 | 3-1-0 |
| 25IMSI401DS02 | Financial Accounting | 70 | 30 | - | 100 | 3-1-0 |
| 25IMSI401DS03 | Business Statistics and Logic | 70 | 30 | - | 100 | 3-1-0 |
| **Multi-Disciplinary Elective Course (MDE)** | | | | | | |
| 25IMSX01MD01 | Indian Vision for Human Society | - | 100 | - | 100 | 2-0-0 |
| **Ability Enhancement Courses (AEC)** | | | | | | |
| 25IMSX01AE01 | General English | -- | 100 | --- | 100 | 1-1-0 |
| 25IMSX01AE02 | Business Communication-I | -- | 100 | --- | 100 | 1-1-0 |
| 23HNDX01AE01 OR 23SKTX01AE01 | **(Additional Course:)** हिंदी भाषा संवर्धन (सत्र-1) (1-1-0) OR Sanskrit and Modern Indian Languages (1-1-0) OR Any Course of Similar Credits on Any Indian Languages from SWAYAM portal | -- | -- | -- | -- | No Credit |
| **Value Added Course (VAC)** | | | | | | |
| 25IMSX01VA01 | Environmental Science and Sustainability | - | 100 | - | 100 | 2-0-0 |
| **Total Credits** | | | | | | **20** |

**Note:**
1. The duration of all the end-term theory examinations shall be 3 hours.
2. The Criteria for awarding the formative assessment of 30 marks throughout the Program shall be as under:
   a) Sessional Examination: 20 marks.
   b) Assignments/ Presentations/ Seminars and Class Participation: 5 marks
   c) Attendance: 5 marks

   (Less than 65% - 0 marks; Upto 70% - 2 marks; Upto 75% - 3 marks; Upto 80% - 4 marks; Above 80% - 5 marks)
3. The panel of examiners for end-semester theory examinations shall be prepared and approved by the UG BOS of IMSAR of the internal/external examiners based on their expertise/specialization/area of interest.
4. The formative assessment criteria for **Multi-Disciplinary Course** in Semester I will be as follows:

| | |
|---|---|
| Written Test (2X15) | 30 Marks |
| Class Assignment/ Case Study/ Mini Project (2X15) | 30 Marks |
| Book Review/ Essay/ Seminar (1X15) | 15 Marks |
| Quiz/ Group Discussion/ Debate (2X10) | 20 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

5. The formative assessment criteria for **Ability-Enhancement Course** in Semester I will be as follows:

| | |
|---|---|
| Written Test (2X15) | 30 Marks |
| Peer Discussion/ Debate/ Extempore Speech (2X20) | 40 Marks |
| Role Play | 10 Marks |

| | |
|---|---|
| Essay/ Article/ Report Writing | 15 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

6. The formative assessment criteria for **Value Added Course** in Semester I will be as follows:

| | |
|---|---|
| Written Test (2X20) | 40 Marks |
| Class Assignment/ Case Study/ Mini Project (2X15) | 30 Marks |
| Quiz/ Seminar/ Group Discussion/ Debate (2X12.5) | 25 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

7. An '**Additional Course'** is a non-credit course that is undertaken for learning purposes only. If successfully completed, the '**Additional Course'** may be recorded.

## First Year: Second Semester

| Course Code | Title of the Course (s) | Summative Assessment | Formative Assessment | Practicum/ Viva-Voce | Total Marks | Credits (L-T-P) |
|---|---|---|---|---|---|---|
| **Core Courses (CC)** | | | | | | |
| 25IMSI402DS01 | Human Behaviour and Organization | 70 | 30 | - | 100 | 3-1-0 |
| 25IMSI402DS02 | Marketing Management | 70 | 30 | - | 100 | 3-1-0 |
| 25IMSI402DS03 | Business Economics | 70 | 30 | - | 100 | 3-1-0 |
| **Multi-Disciplinary Elective Course (MDE)** | | | | | | |
| 25IMSX02MD01 | Media Literacy and Critical Thinking | - | 100 | - | 100 | 1-1-0 |
| **Ability Enhancement Courses (AEC)** | | | | | | |
| 25IMSX02AE01 | Business Communication-II | -- | 100 | - | 100 | 1-1-0 |
| 25IMSX02AE03 | **(Additional Course: )** Foreign Language (To be decided by the Institute/College at their level) (1-1-0) OR Any Course of Similar Credits on Any Foreign Languages from SWAYAM portal | -- | -- | -- | -- | No Credit |
| **Value Added Course (VAC)** | | | | | | |
| 25IMSX02VA01 | Indian Constitution | - | 100 | - | 100 | 2-0-0 |
| **Skill Enhancement Course (SEC)** | | | | | | |
| 25IMSX02SE01 | Emerging Technologies and Application | - | 100 | - | 100 | 1-0-1 |
| **Total Credits** | | | | | | **20** |

**Note:**

1. The duration of all the end-term theory examinations shall be 3 hours.
2. The formative assessment criteria for **Multi-Disciplinary Course** in Semester II will be as follows:

| | |
|---|---|
| Written Test (2X15) | 30 Marks |
| Class Assignment/ Case Study/ Mini Project (2X15) | 30 Marks |
| Book Review/ Essay/ Seminar (1X15) | 15 Marks |
| Quiz/ Group Discussion/ Debate (2X10) | 20 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

3. The formative assessment criteria for **Ability -Enhancement Courses** in Semester II will be as follows:

| | |
|---|---|
| Written Test (2X15) | 30 Marks |
| Peer Discussion/ Debate/ Extempore Speech (2X20) | 40 Marks |
| Role Play | 10 Marks |
| Essay/ Article/ Report Writing | 15 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

4. The formative assessment criteria for **Value Added Course** in Semester II will be as follows:

| | |
|---|---|
| Written Test (2X20) | 40 Marks |

| | |
|---|---|
| Class Assignment/ Case Study/ Mini Project (2X15) | 30 Marks |
| Quiz/ Seminar/ Group Discussion/ Debate (2X12.5) | 25 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

5. The formative assessment criteria for **Skill Enhancement Course** in Semester II will be as follows:

| | |
|---|---|
| Written Test (2X10) | 20 Marks |
| Lab Work (Practical File)/ Field Work (Report)/ Portfolio | 30 Marks |
| Case Study/ Mini Project (1X15) | 15 Marks |
| Assignment/ Seminar/ Presentation (3X10) | 30 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

6. Exit Criteria after First Year of BBA Program

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 University.

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

7. An '**Additional Course'** is a non-credit course that is undertaken for learning purposes only. If successfully completed, the '**Additional Course'** may be recorded.

| | |
|---|---|
| **Total Credits (20+20=40+4) for UG Certificate (Business Administration)** | **44** |

**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 into Third Semester for completion of the BBA Program as per the University schedule after earning requisite credits in the First year.

## Second Year: Third Semester

| Course Code | Title of the Course (s) | Summative Assessment | Formative Assessment | Practicum/ Viva-Voce | Total Marks | Credits (L-T-P) |
|---|---|---|---|---|---|---|
| **Core Courses (CC)** | | | | | | |
| 26IMSI403DS01 | Cost and Management Accounting | 70 | 30 | - | 100 | 3-1-0 |
| 26IMSI403DS02 | Legal and Ethical Issues in Business | 70 | 30 | - | 100 | 3-1-0 |
| 26IMSI403DS03 | Human Resource Management | 70 | 30 | - | 100 | 3-1-0 |
| **Multi-Disciplinary Elective Course (MDE)** | | | | | | |
| 26IMSX03MD01 | Indian Systems of Health and Wellness | -- | 100 | - | 100 | 1-1-0 |
| **Value Added Course (VAC)** | | | | | | |
| 26IMSX03VA01 | Disaster Management | -- | 100 | - | 100 | 0-0-2 |
| **Skill Enhancement Course (SEC)** | | | | | | |
| 26IMSX03SE01 | Management Information System | -- | 100 | - | 100 | 2-0-2 |

**Note:**

1. The formative assessment criteria for **Multi-Disciplinary Course** in Semester III will be as follows:

| | |
|---|---|
| Written Test (2X15) | 30 Marks |
| Class Assignment/ Case Study/ Mini Project (2X15) | 30 Marks |
| Book Review/ Essay/ Seminar (1X15) | 15 Marks |
| Quiz/ Group Discussion/ Debate (2X10) | 20 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

2. The formative assessment criteria for **Value Added Course** in Semester III will be as follows:

| | |
|---|---|
| Regular Assessment through Observation and Class Discussion | 40 Marks |
| Field Work (Report)/ Mini Project | 30 Marks |
| Assignment (2X12.5) | 25 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

3. The formative assessment criteria for **Skill-Enhancement Course** in Semester III will be as follows:

| | |
|---|---|
| Written Test (2X10) | 20 Marks |
| Lab Work (Practical File)/ Field Work (Report)/ Portfolio | 30 Marks |
| Case Study/ Mini Project (1X15) | 15 Marks |
| Assignment/ Seminar/ Presentation (3X10) | 30 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

| **Total Credits** | **20** |
|---|---|

## Second Year: Fourth Semester

| Course Code | Title of the Course (s) | Summative Assessment | Formative Assessment | Practicum/ Viva-Voce | Total Marks | Credits (L-T-P) |
|---|---|---|---|---|---|---|
| **Core Courses (CC)** | | | | | | |
| 26IMSI404DS01 | Entrepreneurship and Startup Ecosystem | 70 | 30 | - | 100 | 1-1-0 |
| 26IMSI404DS02 | Operations Management | 70 | 30 | - | 100 | 3-1-0 |
| 26IMSI404DS03 | Financial Management | 70 | 30 | - | 100 | 3-1-0 |
| 26IMSI404DS04 | Business Research Methodology | 70 | 30 | - | 100 | 3-1-0 |
| 26IMSI404DS05 | International Business | 70 | 30 | - | 100 | 2-0-0 |
| **Value Added Course (VAC)** | | | | | | |
| 26IMSX04VA01 | Business Environment and Public Policy | -- | 100 | - | 100 | 2-0-0 |
| **Skill Enhancement Course (SEC)** | | | | | | |
| 26IMSX04SE01 | Design Thinking and Innovation | -- | 100 | - | 100 | 1-1-0 |
| Total Credits | | | | | | 20 |

Note:

1. 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. The candidates will submit the SIR in the manner specified in the Ordinance.
2. The formative assessment criteria for **Value Added Course** in Semester IV will be as follows:

| | |
|---|---|
| Written Test (2X20) | 40 Marks |
| Class Assignment/ Case Study/ Mini Project (2X15) | 30 Marks |
| Quiz/ Seminar/ Group Discussion/ Debate (2X12.5) | 25 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

3. The formative assessment criteria for **Skill Enhancement Course** in Semester IV will be as follows:

| | |
|---|---|
| Written Test (2X15) | 30 Marks |
| MCQs/ Quizzes/ Group Discussion (2X10) | 20 Marks |
| Case Study/ Mini Project (1X25) | 25 Marks |
| Seminar/ Presentation (2X10) | 20 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

4. Exit Criteria after Second Year of BBA Program
   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 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/ Capstone Project after the fourth semester of minimum 8 weeks of duration as decided by the University (securing 84 credits).

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

| | |
|---|---|
| **Total Credits (20+20+20+20=80+4) for UG Diploma (Business Administration)** | **84** |

**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 into fifth Semester for completion of the BBA Program as per the University schedule after earning requisite credits in the Second year.

## Third Year: Fifth Semester

| Course Code | Title of the Course (s) | Summative Assessment | Formative Assessment | Practicum/ Viva-Voce | Total Marks | Credits (L-T-P) |
|---|---|---|---|---|---|---|
| **Core Courses (CC)** | | | | | | |
| 27IMSI405DS01 | Strategic Management | 70 | 30 | - | 100 | 3-1-0 |
| 27IMSI405DS02 | Logistics and Supply Chain Management | 70 | 30 | - | 100 | 3-1-0 |
| **Discipline Specific Electives (DSE)** | | | | | | |
| | Specialization-I (Course 1) | 70 | 30 | - | 100 | 3-1-0 |
| | Specialization-II (Course 1) | 70 | 30 | - | 100 | 3-1-0 |
| | Additional DSE (3-1-0) (Audit Course)* | --- | --- | --- | --- | No Credit |
| **Internship** | | | | | | |
| 27IMSI405IN01 | Summer Internship Report/ Capstone Project | -- | -- | 100 | 100 | 4 |

Note:

1. *An Audit Course is a non-credit course that is undertaken for learning purposes only. If successfully completed, the audit course may be recorded. Additional DSE is an Audit Course (Non-Credit but compulsory) to be opted by the student from the list of specializations offered other than the two specializations chosen by her/ him.
2. Four credits of internship earned by a student during summer internship after the 2nd semester or 4th semester will be counted in the 5th semester of a student who pursues a 3-year UG Program without taking exit option.
3. The criteria for Internship Evaluation will be as follows:
   After completion of internship, students need to prepare a comprehensive report highlighting their learning and takeaways during the internship period as per MDUR Internship Regulations 2025. The report shall be signed by the Internship Supervisor from respective UTD/ Centre/ College and Mentor from internship providing organisations. Evaluation of internship report and viva-voce will be jointly conducted by Internship Supervisor and Mentor on the time and date notified by the concerned HoDs/ Directors/ Principals. The mentor from host organization may participate in the evaluation through online/ offline mode. In case of non-availability of respective mentor, the available relevant mentor as decided by the concerned HoD/ Director/ Principal may be utilized for the purpose of evaluation.
   Suggested distribution of marks will be as below:
   Assessment by Mentor- 30 Marks (Skills learned- 15 Marks; Regularity- 10 Marks; Conduct- 5 Marks)
   Internship Report - 40 Marks
   Viva-Voce - 30 Marks
4. The student shall start working on the Major Project in this semester as per the University guidelines. It will be evaluated in sixth semester as a compulsory paper
5. Students are required to choose any two specialization areas offered under a dual specialization scheme from the given three groups, selecting not more than one specialization from one Group. A minimum of **TWENTY** students are required to offer any specialization area from any two groups. The specialization area opted for in the 5th Semester would remain the same in all further semesters.

| GROUP A | GROUP B | GROUP C |
|---|---|---|
| Human Resource Management | Marketing | Finance |
| Business Analytics | Supply Chain Management | International Business |

| **Total Credits** | **20** |
|---|---|

## Third Year: Sixth Semester

| Course Code | Title of the Course (s) | Summative Assessment | Formative Assessment | Practicum/ Viva-Voce | Total Marks | Credits (L-T-P) |
|---|---|---|---|---|---|---|
| **Core Courses (CC)** | | | | | | |
| 27IMSI406DS01 | Project Management | 70 | 30 | - | 100 | 3-1-0 |
| 27IMSI406DS02 | Business Taxation | 70 | 30 | - | 100 | 2-0-0 |
| **Discipline Specific Electives (DSE)** | | | | | | |
| | Specialization-I (Course 2) | 70 | 30 | - | 100 | 3-1-0 |
| | Specialization-II (Course 2) | 70 | 30 | - | 100 | 3-1-0 |
| | Additional DSE (3-1-0) (Audit Course)* | --- | --- | --- | --- | No Credit |
| **Skill Enhancement Course (SEC)** | | | | | | |
| 27IMSX06SE01 | Corporate Governance | --- | 100 | - | 100 | 2-0-0 |
| **Project Report** | | | | | | |
| 27IMSI406PD01 | Major Project Report | -- | -- | 100 | 100 | 4 |
| **Total Credits** | | | | | | **20** |

**Note:**

1. *An Audit Course is a non-credit course that is undertaken for learning purposes only. If successfully completed, the audit course may be recorded. Additional DSE is an Audit Course (Non-Credit but compulsory) to be opted by the student from the list of specializations offered other than the two specializations chosen by her/ him.
2. Students exiting the Program shall be awarded a 3-year Bachelor of Business Administration upon securing 120 credits.
3. At the end of the Sixth Semester, Students opting for 4th year of BBA (Honors) shall undergo Summer Internship-II for Eight Weeks in the industry/ Research or Academic Institute. This component will be evaluated during the Seventh semester. The candidates will submit the SIR in the manner specified in the Ordinance.

3. The formative assessment criteria for **Skill-Enhancement Course** in Semester VI will be as follows:

| | |
|---|---|
| Written Test (2X15) | 30 Marks |
| MCQs/ Quizzes/ Group Discussion (2X10) | 20 Marks |
| Case Study/ Mini Project (1X25) | 25 Marks |
| Seminar/ Presentation (2X10) | 20 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

4. In case of the Project reports/ Dissertation/ Research Project, the assessment shall be jointly carried out by the internal and external examiners. There shall be no Internal assessment component for Dissertation/ Project Report. External examiners shall be invited from amongst the panel of examiners (ordinarily not below the rank of Associate Professor) recommended by PG BOS of IMSAR.

| | |
|---|---|
| **Total Credits (20+20+20+20+20+20) for 3-Year UG Degree in Business Administration** | **120** |

### Exit Criteria after Third Year of BBA Program

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 into Seventh Semester for completion of the BBA (Honors) or BBA (Honors with Research) Program as per the University 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 (Honors with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.
- **For BBA (Honors):** BBA Degree

**B. Structure of UG Program (Last one year of BBA Program)**

**Fourth Year: Seventh Semester (Four Year BBA Honors)**

| Course Code | Title of the Course (s) | Summative Assessment | Formative Assessment | Practicum/ Viva-Voce | Total Marks | Credits (L-T-P) |
|---|---|---|---|---|---|---|
| **Core Courses (CC)** | | | | | | |
| 28IMSI407DS01 | Entrepreneurial Leadership | 70 | 30 | - | 100 | 2-2-0 |
| **Discipline Specific Electives (DSE)** | | | | | | |
| | Specialization-I (Course 3) | 70 | 30 | - | 100 | 3-1-0 |
| | Specialization-II (Course 3) | 70 | 30 | - | 100 | 3-1-0 |
| **Open Elective (OE)** | | | | | | |
| 28IMSX07OE01 | AI for Business | 70 | 30 | - | 100 | 3-1-0 |
| **Internship** | | | | | | |
| 28IMSI407IN01 | Internship Report-II | - | -- | 100 | 100 | 4 |
| **Total Credits** | | | | | | **20** |

Note:

1. The formative assessment criteria for **Open Elective Course** in Semester VII will be as follows:

| | |
|---|---|
| Written Test (2X15) | 30 Marks |
| MCQs/ Quizzes/ Group Discussion (2X10) | 20 Marks |
| Case Study/ Mini Project (1X25) | 25 Marks |
| Seminar/ Presentation (2X10) | 20 Marks |
| Attendance (Criteria as mentioned above in 2(c)) | 05 Marks |

2. The criteria for Internship Evaluation will be as follows:

   After completion of internship, students need to prepare a comprehensive report highlighting their learning and takeaways during the internship period as per MDUR Internship Regulations 2025. The report shall be signed by the Internship Supervisor from respective UTD/ Centre/ College and Mentor from internship providing organisations. Evaluation of internship report and viva-voce will be jointly conducted by Internship Supervisor and Mentor on the time and date notified by the concerned HoDs/ Directors/ Principals. The mentor from host organization may participate in the evaluation through online/ offline mode. In case of non-availability of respective mentor, the available relevant mentor as decided by the concerned HoD/ Director/ Principal may be utilized for the purpose of evaluation.

   Suggested distribution of marks will be as below:

   Assessment by Mentor- 30 Marks (Skills learned- 15 Marks; Regularity- 10 Marks; Conduct- 5 Marks)

   Internship Report - 40 Marks

   Viva-Voce - 30 Marks

3. In the Seventh Semester, every student has to submit a synopsis for a dissertation to the Institute/ College prepared in consultation with his/ her Research Supervisor and appear before a Research Advisory Committee (RAC) constituted by the Director/Principal of the concerned Department/College. This component will be evaluated during the eighth semester.

## Fourth Year: Eighth Semester (Four Year BBA Honors)

| Course Code | Title of the Course (s) | Summative Assessment | Formative Assessment | Practicum/ Viva-Voce | Total Marks | Credits (L-T-P) |
|---|---|---|---|---|---|---|
| **Discipline Specific Electives (DSE)** | | | | | | |
| | Specialization-I (Course 4) | 70 | 30 | - | 100 | 3-1-0 |
| | Specialization-II (Course 4) | 70 | 30 | - | 100 | 3-1-0 |
| | Specialization- I (Course 5) OR Specialization- II (Course 5) | 70 | 30 | - | 100 | 3-1-0 |
| **Research Project/ Dissertation** | | | | | | |
| 28IMSI408PD01 | Dissertation Work | - | -- | 200 | 200 | 8 |
| **Total Credits** | | | | | | **20** |

**Note:**

1. In case of the Project reports/ Dissertation/ Research Project, the assessment shall be jointly carried out by the internal and external examiners. There shall be no Internal assessment component for Dissertation/ Project Report. External examiners shall be invited from amongst the panel of examiners (ordinarily not below the rank of Associate Professor) recommended by UG BOS of IMSAR.

| | |
|---|---|
| **Total Credits (20+20+20+20+20+20+20+20) for Four Year BBA Honors** | **160** |

## Fourth Year: Seventh Semester (Four Year BBA Honors with Research)

| Course Code | Title of the Course (s) | Summative Assessment | Formative Assessment | Practicum/ Viva-Voce | Total Marks | Credits (L-T-P) |
|---|---|---|---|---|---|---|
| **Core Courses (CC)** | | | | | | |
| 28IMSI407DSR01 | Advanced Data Analysis Tools | 70 | 30 | - | 100 | 2-0-2 |
| 28IMSI407DSR02 | Advanced Research Methodology | 70 | 30 | - | 100 | 2-0-2 |
| **Discipline Specific Electives (DSE)** | | | | | | |
| | Specialization-I (Course 3) | 70 | 30 | - | 100 | 3-1-0 |
| | Specialization-II (Course 3) | 70 | 30 | - | 100 | 3-1-0 |
| **Internship** | | | | | | |
| 28IMSI407IN01 | Internship Report | - | -- | 100 | 100 | 4 |
| **Total Credits** | | | | | | **20** |

**Note:**

1. The criteria for Internship Evaluation will be as follows:
   After completion of internship, students need to prepare a comprehensive report highlighting their learning and takeaways during the internship period as per MDUR Internship Regulations 2025. The report shall be signed by the Internship Supervisor from respective UTD/ Centre/ College and Mentor from internship providing organisations. Evaluation of internship report and viva-voce will be jointly conducted by Internship Supervisor and Mentor on the time and date notified by the concerned HoDs/ Directors/ Principals. The mentor from host organization may participate in the evaluation through online/ offline mode. In case of non-availability of respective mentor, the available relevant mentor as decided by the concerned HoD/ Director/ Principal may be utilized for the purpose of evaluation.
   Suggested distribution of marks will be as below:
   Assessment by Mentor- 30 Marks (Skills learned- 15 Marks; Regularity- 10 Marks; Conduct- 5 Marks)
   Internship Report - 40 Marks
   Viva-Voce - 30 Marks
2. In the Seventh Semester, every student has to submit a synopsis for a dissertation to the Institute/ College prepared in consultation with his/ her Research Supervisor and appear before a Research Advisory Committee (RAC) constituted by the Director/Principal of the concerned Department/College. This component will be evaluated during the eighth semester.

## Fourth Year: Eighth Semester (Four Year BBA Honors with Research)

| Course Code | Title of the Course (s) | Formative Assessment | Summative Assessment | Practical/ Vive-Voce | Total Marks | Credits (L-T-P) |
|---|---|---|---|---|---|---|
| **Research Project/ Dissertation** | | | | | | |
| 28IMSI408PD01 | Dissertation | - | -- | 500 | 500 | 20 |
| **Total Credits** | | | | | | **20** |

**Note:**

1. The topic of the Dissertation to be submitted for evaluation in the eighth Semester shall be submitted by the student along with a brief synopsis after finalization in the 7th Semester in consultation with his/ her Research Supervisor and appear before a Research Advisory Committee (RAC) constituted by the Director/Principal of the concerned Department/College.
2. The assessment of the Dissertation shall be jointly carried out by the internal and external examiners. There shall be no Internal assessment component for Dissertation. External examiners shall be invited from amongst the panel of examiners (ordinarily not below the rank of Associate Professor) recommended by UG BOS of IMSAR.
3. Students undertaking the research dissertation may have their research findings patentable, presented at conferences or seminars, or published in peer-reviewed journals.

| **Total Credits (20+20+20+20+20+20+20+20) for Four Year BBA Honors with Research** | **160** |
|---|---|

## List of Course Offered for Various Specializations under Discipline Specific Electives

| Human Resource Management | | | |
|---|---|---|---|
| **Course Code** | **Semester** | **Course** | **Title of the Course (s)** |
| 27IMSI405DE01 | 5 | 1 | Training & Development |
| 27IMSI406DE01 | 6 | 2 | Performance & Compensation Management |
| 28IMSI407DE01 | 7 | 3 | Change Management and Organizational Development |
| 28IMSI408DE01 | 8 | 4 | HRD– Systems & Strategies |
| 28IMSI408DE02 | 8 | 5 | Talent Acquisition and Management |

| Business Analytics | | | |
|---|---|---|---|
| **Course Code** | **Semester** | **Course** | **Title of the Course (s)** |
| 27IMSI405DE02 | 5 | 1 | Social Media & Web Analytics |
| 27IMSI406DE02 | 6 | 2 | Data Analytics using R/Python |
| 28IMSI407DE02 | 7 | 3 | Finance Analytics |
| 28IMSI408DE03 | 8 | 4 | Marketing Analytics |
| 28IMSI408DE04 | 8 | 5 | HR Analytics |

| Marketing | | | |
|---|---|---|---|
| **Course Code** | **Semester** | **Course** | **Title of the Course (s)** |
| 27IMSI405DE03 | 5 | 1 | Consumer Behaviour |
| 27IMSI406DE03 | 6 | 2 | Sales Marketing |
| 28IMSI407DE03 | 7 | 3 | Retail Marketing |
| 28IMSI408DE05 | 8 | 4 | Integrated Marketing Communication |
| 28IMSI408DE06 | 8 | 5 | Digital Marketing |

| Supply Chain Management | | | |
|---|---|---|---|
| **Course Code** | **Semester** | **Course** | **Title of the Course (s)** |
| 27IMSI405DE04 | 5 | 1 | Inventory Management |
| 27IMSI406DE04 | 6 | 2 | Logistics & Distribution Management |
| 28IMSI407DE04 | 7 | 3 | Management Decision Models |
| 28IMSI408DE07 | 8 | 4 | Quality Management and Business Process Improvement |
| 28IMSI408DE08 | 8 | 5 | International Supply Chain |

| Finance | | | |
|---|---|---|---|
| **Course Code** | **Semester** | **Course** | **Title of the Course (s)** |
| 27IMSI405DE05 | 5 | 1 | Financial Planning |
| 27IMSI406DE05 | 6 | 2 | Financial Markets Products and Services |
| 28IMSI407DE05 | 7 | 3 | Financial Derivatives |
| 28IMSI408DE09 | 8 | 4 | Investment Analysis & Portfolio Management |
| 28IMSI408DE10 | 8 | 5 | Direct Tax |

| International Business | | | |
|---|---|---|---|
| **Course Code** | **Semester** | **Course** | **Title of the Course (s)** |
| 27IMSI405DE06 | 5 | 1 | Global Business Environment |
| 27IMSI406DE06 | 6 | 2 | Transnational & Cross Cultural Marketing |
| 28IMSI407DE06 | 7 | 3 | EXIM Policy and Documentation |
| 28IMSI408DE11 | 8 | 4 | International Ventures, Mergers & Acquisitions |
| 28IMSI408DE12 | 8 | 5 | International Trade Policy & Strategy |

## Instructions for the conduct of Internship Evaluation and Viva-Voce of the Four-Year Bachelor of Business Administration Program

The criteria for Internship Evaluation will be as follows:

After completion of internship, students are required to prepare a comprehensive report highlighting their learning and takeaways during the internship period as per the Maharshi Dayanand University, Internship Regulations 2025. The report shall be signed by the Internship Supervisor from respective UTD/ Centre/ College and Mentor from internship providing organizations. Evaluation of internship report and viva-voce will be jointly conducted by Internship Supervisor and Mentor on the time and date notified by the concerned HoDs/ Directors/ Principals. The mentor from host organization may participate in the evaluation through online/ offline mode. In case of non-availability of respective mentor, the available relevant mentor as decided by the concerned HoD/ Director/ Principal may be utilized for the purpose of evaluation.

**Suggested distribution of marks will be as below:**

Assessment by Mentor- 30 Marks (Skills learned- 15 Marks; Regularity- 10 Marks; Conduct- 5 Marks)
Internship Report - 40 Marks
Viva-Voce - 30 Marks

In case of the Project reports/ Dissertation/ Research Project, the assessment shall be jointly carried out by the internal and external examiners. There shall be no internal assessment component for Dissertation/ Project Report. External examiners shall be invited from amongst the panel of examiners (ordinarily not below the rank of Associate Professor) recommended by UG BOS of IMSAR.

The concerned Principal/Director of the College/Institute shall request the examiner(s) at his level and make necessary arrangements for the smooth conduct of the examinations as stipulated in the Ordinances. The Principal/Director shall ensure to upload the marks awarded by the examiner(s) on the University website and submit the hard copy of the award list along with the attendance of the candidates and eligibility proof of examiner duly signed by both the examiner(s) and Principal/Director to the office of the Controller of Examinations within 15 days of the conduct of examinations.

The concerned Principal/Director is also required to make payment of TA/DA, and examination remuneration to the examiner on the spot as per the University norms, and the University will reimburse the same after submitting the bills to the Controller of Examinations duly verified by the concerned Principal/Director of the College/Institute. The Colleges/Institutes are also advised to invite the examiners from nearby stations only. In case the examiner(s) is/are invited beyond 100 km distance (one way), the permission of the Controller of Examination, Maharshi Dayanand University, may be sought.

******