

# BACHELOR OF BUSINESS ADMINISTRATION (B.B.A.) HONS. (THREE YEAR DEGREE COURSE)

## 1. DURATION OF THE COURSE :

The Bachelor of Business Administration (B.B.A.) Honours course shall be of three academic years. The duration of the session shall be from July to May each year.

## ELIGIBILITY :

- A. Candidates seeking admission to the first year of the Degree of Bachelor of Business Administration will be required to have passed the Intermediate Examination in Arts, Science or Commerce of a Board/University established or incorporated by law or any other examination recognised by the Patna University as equivalent thereto with a minimum aggregate of 45%.
- B. Admission to the B.B.A. Course shall be made on the basis of Merit List prepared on the basis of an written entrance test and viva-voce conducted by the college.
- C. The reservation of seats shall be as per rules of the State Government/Patna University for SC, ST, EBC & OBC categories of candidates. All candidates seeking admission to the course shall have to pay full fee as prescribed in the regulations or modified from time to time.

## 3. COURSE STRUCTURE :

3.1.A candidate for the B.B.A. (Hons.) Examination shall be required to offer and be examined in 16 papers according to the following structure.

YEAR	HONOURS PAPERS	SUBSIDIARY PAPERS
1st year	1. Principles of Management	i. Business Organization
	2. Organisational Behaviour	ii. Financial Accounting
	3. Managerial Economics	
	4. Business Mathematics and Statistics	
2nd year	5. Communication & Management Information system	i. Business Environment
	6. Cost & Management Accounting	ii. Entrepreneurship Development Programme
	7. Legal Aspects of Business	
3rd year	8. Application of Computers in Management.	
	9. Financial Management	
	10. Marketing Management	
	11. Personnel Management	
	12. Project Report (On-the-Job Training)	

## EXAMINATION :

- 4.1. The University will hold examination at the end of the first, the second and the third years of Course to be known respectively as the B.B.A. honours Part- I, Part- II and Part- III Examination.
- 4.2. There shall be a written examination of duration for each of the Theory paper of three hours. The medium for the written examination shall be English/ Hindi.
- 4.3. A student shall not be allowed to appear at the next B.B.A. Part-II or B.B.A. Part- III annual examination unless in B.B.A. Part-I or B.B.A. Part- II she/he has passed the previous annual examination.
- 4.4. A carry over shall be allowed for failures in a maximum of one subject at the Honours Part-I & Part-II examinations but such a candidate shall not be admitted to Part-III Class unless she/he has passed in all subjects of Part-I examination.
- 4.5. The marks of each Hons. Paper shall consist of 20 marks for internal assessment (based on quiz, text, seminar, presentation, workshop etc.) and 80 marks for written exam to be conducted by University.
- 4.6. In order to be declared successful in Honours at the B.B.A. Hons. Exam. the candidate shall have to pass in both theory and internal assessment/practical/project work separately with 45% marks. Minimum percentage of marks required of passing each of the subsidiary subjects will be 35%.
- 4.7. The following shall be the percentage of marks required for :
  - I. The 1st class 60 percent and above in the aggregate, at the BBA- I, II, III taken together.
  - II. IInd class below 60% in aggregate.
- 4.8. A candidate obtaining 75% marks or more in the aggregate at the BBA- I, II, III taken together shall be declared to have passed in First Class with Distinction.
- 4.9. Each successful candidate at the B.B.A. (Part-III) examination will receive the Degree in the prescribed form (as approved by the Academic Council of the Patna University) specifying his/her name, the name of the College and the Class in which he/she has passed the examination and admitted.
- 4.10. Other matters, if any not covered under present regulation shall be governed by the regulation of Patna University.

## **B.B.A. HONOURS PROGRAMME**

### **COURSE OBJECTIVE :**

- 5.1. Three year Degree course in B.B.A. (Three year Degree Course) Hons. has been designed mainly to create a suitable and sound base for professionals with sufficient training in the art of Business Management and entrepreneurship. This course aims at producing a competent and confident group of executives ready to accept challenges and responsibilities under the fast changing and rapidly expanding global economy.

### **MAJOR EMPHASIS :**

6. The major emphasis of the entire B.B.A. Hons. programme shall be as follows.
- 6.1 During the first year of study emphasis will be on giving a firm foundation of knowledge of business administration with conceptual discussion in the various areas of management, economics, organization, accounting and statistics.
- 6.2 During the second year of study emphasis will be on expansion and exposition of acquired knowledge with supplementary skills in modern tools of management such as communication, MIS, accounting, law, computer applications, clarify appreciation of the merits and limitations of environment.
- 6.3 During the third and the final year of study emphasis will be on extending specialization of understanding to the three main channels of management practices, i.e. Finance, Marketing and Personnel.
- 6.4 Between the second and the third year programme of B.B.A. Hons., however, the students shall be required to obtain a practical Training of Business Operations and submit a Project Report. This will give them an opportunity of application of their theoretical knowledge to practical business issues as the future decision-markers.

### **ENTRANCE TEST :**

7. The duration of the written entrance test will be 120 minutes for 80 (eighty) Marks consisting 20 (twenty) Questions from each section mentioned below. The test will have objective type of questions. It will be followed by a Viva-voce of 180 students selected on merit and according to reservation rules. The test will consist of
- (a) General Awareness
  - (b) English Language
  - (c) Aptitude Assessment
  - (d) Mathematical Aptitude

8. Provisional admission is granted for a period of 15 days only. Fee once paid will not be refunded Those who leave afterwards will have to pay the fee for the entire course (i.e. of 3 years). Only those who wish to complete the course are suggested to apply.

#### TRAINING GOALS :

9. The principal goals of B.B.A. Hons. Programme are as follows :
- (i) to assist career development of managers both for external employment as well as for self-employment opportunities.
  - (ii) to train the young mind towards professional specialisation, valueorientation, skill acquisition, group leadership, cooperation and team work in the managerial activities of an organization.
  - (iii) to serve as a basis of higher studies at the postgraduate level in management in various areas such as marketing, finance, human resource development, etc.
  - (iv) to meet the growing demand for business executives under competitive globalization.
  - (v) to equip the participants with the techniques and strategies for facing challenges and utilizing opportunities to their best advantage in all managerial assignments.
  - (vi) to contribute towards a technological mind of studies with ability to use computers, gain the basics of MIS and develop the art of effective communication.
  - (vii) to help the process of translations of policies into actions by business leaders through proper decisions, prompt executions and economic implementations of economic policies.
10. All this should offer his / her much-needed talent to attain :
- (a) a cost-effective culture in business management with ethical values to social expectations.
  - (b) a motivation towards professional integrity and national commitment.
  - (c) a status of success strategy and progress partner in both personal and organizational growth
  - (d) a right spirit for performance efficiency through a well-organised programme of participative learning.

## AREA OF ASSOCIATION :

11. All students admitted into B.B.A. Hons. Course shall be expected to actively associate themselves with the following programme of activities which form part of our academic methodology.

- \* Classroom lectures
- \* Case-study discussions
- \* Interaction with guest lecture expert
- \* Seminars
- \* Power-point presentations
- \* Sport events
- \* visit to local industrial/commercial units
- \* Social services
- \* Research Surveys
- \* Group discussion
- \* Terminal Examinations
- \* Brainstorming sessions
- \* Workshops
- \* Debate, essay and quiz competitions
- \* Campus exhibitions
- \* Cultural functions
- \* Vaniyam (College Bulletin)
- \* Social Awareness Programmes
- \* Periodical class-test
- \* Outdoor assignments

12. Every effort shall be made to encourage the personality development of B.B.A. Hons. students as the essential component of self-governance in Global economy. Moreover, they will be also guided to be a part of collective corporate organization as the members of a dedicated team responsible for the promotion, operation and expansion of business administrative system.

## FEE STURCTURE :

13. The fee for the course shall be charged at the begining of the academic year. The fee structure per annum for the course shall be the following :

Particulars	1- year		2- year		3- Year	
	General & Reserved	NRI	General & Reserved	NRI	General & Reserved	NRI
Admission	200/-	400/-	200/-	400/-	200/-	400/-
Registration	100/-	200/-	100/-	200/-	100/-	200/-
Tution Fee	6500/-	13000/-	9500/-	19000/-	14500/-	29000/-
Library	500/-	1000/-	500/-	1000/-	500/-	1000/-
Development Charges	5000/-	10000/-	6500/-	13000/-	6500/-	13000/-
Maintenance	550/-	1100/-	550/-	1100/-	550/-	1100/-
Common Room	200/-	400/-	200/-	400/-	200/-	400/-
Stationary	225/-	450/-	225/-	450/-	225/-	450/-
Extra-curricular Activities	500/-	1000/-	500/-	1000/-	500/-	1000/-
Miscellaneous	800/-	1600/-	800/-	1600/-	800/-	1600/-
Electricity	300/-	600/-	300/-	600/-	300/-	600/-
Magazine	75/-	150/-	75/-	150/-	75/-	150/-
Environment Protection	200/-	400/-	200/-	400/-	200/-	400/-
Social Work	100/-	200/-	100/-	200/-	100/-	200/-
Identity Card	50/-	100/-	50/-	100/-	50/-	100/-
Eklavya & Tarang	20/-	20/-	20/-	20/-	20/-	20/-
<b>TOTAL</b>	<b>15320/-</b>	<b>30620/-</b>	<b>20320/-</b>	<b>40620/-</b>	<b>25320/-</b>	<b>50620/-</b>

14. The fee structure from time to time shall be determined by the Principal, Vanijya Mahavidyalay, Patna in consultation with staff council and approved by the Vice Chancellor, Patna University.

15. The Bachelor of Business Administration shall be placed in the Faculty of Commerce.

## IMPOTANT INSTRUCTIONS FOR ENTRANCE TEST

1. Read the following instructions carefully before you begin to answer the questions. Use only Blue or Black ball point pen to fill up the particulars on the Question Booklet and Answersheet and also for marking the responses on the Answer Sheet. Use of pencil is strictly prohibited.
2. Write the Question Booklet Number and Series as mentioned in the Question booklet on the Answer Sheet, Attendance Sheet etc.
3. Open the seal of the Question Booklet after getting necessary instructions from the invigilator.
4. Fill the particulars asked on the Answer Sheet very carefully.
5. Four choices are given for a question, out of which one option is correct. Mark the correct answer in the relevant box. You are to mark by Darken the space ● with Blue/Black ball point pen only in one box of your choice for each question.

**For Example :** if answer to the question number 5 is B, mark the answer like this :

Q. No. 5: **A** ● **C** **D**

Mark the Answer very carefully. In no circumstances, answer once marked can be changed.

6. Don't do any rough work or writing work on Answer Sheet. All calculations/ writing works are to be done in the space provided for the purpose in the Question Booklet itself or space provided for 'Rough Work'.
7. On demand show the Admit Card to the invigilator.
8. Candidates are not allowed to carry any textual material, printed or written bits of paper, pager, mobile phone, electronic device, electronic/manual calculator, drawing instruments (such as scale, compass etc.) or any other material except the Admit Card and Ball Point Pens inside the Examination Hall/Room.
9. No part of the Question Booklet and Answer sheet shall be detached / defaced under any circumstances.
10. Before handing over the Question Booklet and Answer Sheet to the Invigilator confirm your Answer Sheet and Question Booklet have been signed by the Invigilator.
11. In no circumstances, you will be allowed to leave the Examination hall/ room without handing over the Question booklet & Answer Sheet to the Invigilator.

**NECESSARY DOCUMENTS REQUIRED AT THE TIME OF  
ADMISSION**

1. Original CLC / TC
2. Original Marks Sheet of +2 examination
3. Original Caste Certificate (for reserve category)
4. Migration Certificate
5. Affidavit for gap year.

**UNIFORM FOR BOYS**

- |                         |   |
|-------------------------|---|
| 1. Deep Maroon Trousers | 2. Shirt of Biscuit Colour                      |
| 3. White Socks          | 4. Black Shoes                                  |
| 5. Maroon Tie           | 6. Navy Blue Blazer or Sweater<br>in the winter |

**UNIFORM FOR GIRLS**

- |                        |   |
|------------------------|---|
| 1. Deep Maroon Salwar  | 2. Kurti of Biscuit Colour                      |
| 3. Dupatta Deep Maroon | 4. Black Shoes                                  |
| 5. White Socks         | 6. Navy Blue Blazer or Sweater<br>in the winter |