Regulations for Three-Year Bachelor of Business Administration (B.B.A.)
Honours Course of Studies

1. The course of studies leading to B.B.A. (Hons.) will be conducted in a college affiliated to the University of Calcutta. Intake should not exceed 30 in an affiliated college.

2. B.B.A. (Hons) Course shall be a 3-year course extending over three academic terms, each term covering one academic year and the examination shall be held in 3 parts, namely, B.B.A. (Hons) Part-I, Part-II, Part-III.

3. The minimum qualification for admission to the 1st year of the B.B.A. (Hons) course shall be a pass in Higher Secondary (General/Vocational) from West Bengal Council of Secondary Education or any other equivalent qualification recognized by the University of Calcutta with at least 55% marks for General Candidates (50% for S.C./S.T. Candidates).
   There shall be no common Admission Test from the academic session 2006-2007, instead College(s) shall hold group discussions followed by interview for such admission. There shall be option to the Colleges for holding Written Admission Test.
   B.B.A. Expert Committee of the University of Calcutta shall supervise the admission process in different Colleges and list(s) of experts for holding such interviews and group discussions shall be prepared by the Expert Committee in consultation with the respective College(s).

4. The medium of instruction for the B.B.A. (Hons) course shall be English and candidates will have to answer the examination papers in English only.

5. A candidate shall be eligible to sit for the examination provided he/she prosecutes a regular course of study in an affiliated college and attends at least 75% of theoretical classes and seminars separately held during the year.

6. An affiliated College shall submit to the Controller of Examinations prescribed application forms for B.B.A. (Hons) Part-I, Part-II and Part-III Examinations duly filled-in by the candidate(s) intending to appear at the above examinations within the last date fixed by the University along with requisite examination fee or fees (non-refundable) as prescribed from time to time. Admit Card for an examination shall not be issued to the College concerned in favour of a candidate unless his/her application is accompanied by a certificate from the Principal of his/ her (a) good conduct, (b) satisfactory performance at the College tests, (c) attendance as required number of theoretical classes and seminars separately in each of the subjects of the Part-I/ II/ III in which he/she intends to appear, (d) date of admission, (e) year of final appearance in the examination, (f) number of chances availed of mentioning the years of appearance, (g) the amount of monthly tuition fees to be charged by the colleges from a student admitted in B.B.A. (Hons.) course shall not exceed Rs 2,500.

7. A candidate for B.B.A. (Hons,) Part-I, Part-II, and part-III shall be examined in the papers mentioned for each part as follows:

   **Part-I**
   Paper-I: English Language and Business Communication (50 + 50 marks)
   Paper-II: Business Economics (100 marks)
   Paper-III: Business Mathematics and Statistics (50 + 50 marks)
   Paper-IV: Business Law and Taxation (50 + 50 marks)
   Paper-V: Principles of Accountancy and Auditing (50 + 50 marks)
   Paper-VI: Computer Fundamentals and Application (100 marks)
Part-II
Paper-VII: Principles of Management and Organization Behaviour (50 + 50 marks)
Paper-IX : Production and Material Management (50 + 50 marks)
Paper-X : Marketing and International Business (50 + 50 marks)
Paper-XI : Operation Research, Management Information System and Modern Office Management (50 + 25 + 25 marks)
Paper-XII : Cost and Management Accounting (50 + 50 marks)
Paper-XIII : Term Paper and Presentation (50 + 50 marks)

Part-III
4 Elective Papers of 100 marks each + 1 Project in the elective area (100 marks) + Computer Application (100 marks) and Comprehensive viva-voice (100 marks).

Elective Groups would be:
1. Marketing Management;
2. Financial Management;
3. Operation Research and Systems Management;
4. Human Resource Management;
5. Operations Management;
6. Small and Medium Business Management;
7. Public Systems Management.

Elective Groups:
1. Marketing Management
   Paper-XIV : Sales Management (100 marks)
   Paper -XV : Advertising Management and Sales Promotion (50 + 50 marks)
   Paper-XVI : International Business (100 marks)
   Paper -XVII : Marketing Research & Consumer Behaviour (50 + 50 marks)
2. Financial Management
   Paper -XIV : Advanced Financial Accounting and Reporting (75 + 25 marks)
   Paper -XV : Management Accounting: Performance Measurement and Decision Making (50 + 50 marks)
   Paper -XVI: Working Capital Management & Project Management (50 + 50 marks)
   Paper -XVII : Financial Management (100 marks)
3. Operations Research and Systems Management
   Paper -XIV : Information Technology (100 marks)
   Paper -XV : Management Information System (100 marks)
   Paper-XVI: Business Modelling and Policy Design –I (100 marks)
   Paper -XVII: Business Modelling and Policy Design –II (100 marks)
   Paper-XIV : Labour Legislation (100 marks)
   Paper-XV : Human Resource Development (100 marks)
   Paper-XVI : Industrial Relations (100 marks)
   Paper XVII: Employment and Wage Administration (100 marks)
5. Operation Management
   Paper -XIV : Production Planning and Control (100 marks)
   Paper -XV : Maintenance Management (100 marks)
   Paper -XVI : Materials Management (100 marks)
   Paper-XVII : Quality Management (100 marks)
6. Small and Medium Business Management
Paper -XIV: Economics of Small and Medium Business (100 marks)
Paper -XV : Entrepreneurship: Small and Medium Business (100 marks)
Paper -XVI : Institutional Environment of Small and Medium Business (100 marks)
Paper -XVII : Finance and Marketing (50 + 50 marks)

7. Public Systems Management
Paper-XIV : Health Care Management (100 marks)
Paper-XV : Transport Management (100 marks)
Paper-XVI : Public Sector Management (100 marks)
Paper-XVII : Energy & Environment Management (100 marks)
Other Papers :
Paper-XVIII : Project Work (100 marks)
Paper-XIX : Computer Application(100 marks)
Paper-XX : Comprehensive viva voce (100 marks)

8. The total marks for B.B.A. (Hons.) Examination shall be 2000 (600 marks for Part-I + 700 marks for Part-II + 700 marks for Part-III) as detailed hereinbefore. The syllabus for each of the papers shall be as may be prescribed by the University from time to time based on the needs of various sectors.

9. Examination of each theoretical paper carrying 100 marks shall be of 4 hours duration. The examination of the Term Paper Project Work and Comprehensive viva-voce will be conducted by a Board of Examiners comprising internal and external examiners.

10. The marks of the Project Work will be apportioned as internal assessment (50 marks, based on project report writing, seminars) and viva voce (50 marks). The marks for internal assessment will be awarded by the internal project guide and the marks for viva-voce related to the project work will be awarded jointly by the internal and external examiners.

11.(a) In order to pass each examination (Part-I, Part-II or Part-III) a candidate must obtain at least 40% of the total marks in each theoretical paper separately and 50% of the total marks in the project work, comprehensive viva voce, term paper (on job training) and presentation separately and 50% of the total marks of the examination in aggregate.
(b) A candidate having secured less than 40% marks in not more than two theoretical papers or less than 50% marks in project work/Comprehensive viva voce/ Term Paper in Part-I/II/III Examinations but otherwise obtaining at least 50% of the total marks in aggregate in the part concerned will be allowed to appear in those two theoretical papers/project work/comprehensive viva voce/Term paper as the case may be in the next Supplementary Examination of the same part to be held in the same year after the results of the Annual Examination are published. Such a candidate shall be eligible to continue in the next higher class but they shall have to discontinue in case they fail at the Supplementary Examination. There shall be no combined examination. A candidate on fulfilment of all other conditions as laid down in the Regulations will be eligible to appear on the higher Part Examination when and only when he/she clears the examinations of the preceding Part.
(c) A candidate shall not get more than four chances including the Annual and Supplementary Examinations to clear Part-I/Part-II/Part-III Examination, provided that he/she shall have to clear all the three parts of the examination within a period of six years from the year of admission, failing which he/she shall have to leave the course.
(d) A candidate failing in one paper or in more than one paper with shortage in aggregate of 50% marks, or who has passed in all papers individually but could not obtain at least, 50% of the total marks in aggregate in Part-I/Part-II/Part-III Examinations will be eligible to revert to his/her course (Part-I, Part-II and Part-III) as the case may be immediately after the publication of results. He/she will be eligible to reappear at the respective regular examination if he/she attends, at least, 75% of the theoretical classes held separately and seminars in the remaining period of the academic year.

12. A candidate who has completed B.B.A. (Hons.) Part-I Examination will join Part-II classes and those who have completed B.B.A. (Hons.) Part-II Examination will join Part-III classes immediately after such examinations are over. After publication of the results of the examination, a candidate, failing in the examination, will be eligible to revert to his/her respective class for Part-I, Part-II and Part-III, excepting those covered by para 11 (a) and 11 (b).

"A candidate failing in B.B.A. (Hons.) Part-II Examination but securing a minimum of 50% marks in Paper-XIII (Term Paper and Presentation) may have the option of retaining the marks obtained in the said paper or reappearing in the said examination. Similarly, a candidate failing B.B.A. (Hons.) Part-III Examination but securing a minimum of 50% marks in Paper-XVIII (Project Work) may have the option of retaining the marks obtained in the said paper or reappearing at the said examination”.

13. The college will offer elective group(s) and each student will select such elective group(s) as may be decided by the Principal on the basis of marks obtained by the student in Part-I and Part-II examinations.

14. The Principal of an affiliated college will coordinate on-job-training, project work, presentation and comprehensive viva voce examination.

15. Each student shall undergo on-job-training for six to eight weeks during second year for the preparation of term paper and for twelve to sixteen weeks during third year for undertaking project work and preparation of project report. Such on-job-training shall be arranged by the college in large, medium and small manufacturing/trading/service or similar other organisations.

16. Such candidates shall complete the project work individually and submit two copies of the project report prepared under the guidance of his/her project supervisor(s) to the college for evaluation as per the regulation and retention thereafter.

17. The comprehensive viva voce carrying 100 marks shall be conducted at the end of third year by a Board of Examiners comprising faculty members and industry experts to be appointed by the University Authority.

18. The University will publish a list of successful candidates of each examination. In examinations, candidates securing at least 60% of the aggregate marks for the three examinations, taken together, shall be placed in the first class and those securing, at least, 50% but less than 60% of marks shall be placed in second class.

19. A candidate shall be declared to have obtained the Degree of Bachelor of Business Administration (three-year course) with Honours and shall get a degree

\begin{quote}
This is to certify that...obtained the Degree of Bachelor of Business Administration (three-year) Course with Honours in this University in the year 20_and that he/she was placed in ...class with specialisation in...
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20. Candidates unable to clear each part of the B.B.A. (Hons.) Examination Part-I, Part-II and Part-III in one chance shall not be entitled to any position in order of merit.

Ref: Vide Notification no. CSR/107/01, dt.18.09.01, letter no C.U.S./263/01, dt.31.12.01 issued by the Secretary, Council for U.G. Studies; Notification no. CSR/884/03, dt.1.12.03; Notification no. CSR/69/05, dt.14.11.05; Notification no. CSR/16/06, dt.10.05.06