



# VIVEKANANDA GLOBAL UNIVERSITY, JAIPUR

( Established by Act 11/2012 of Rajasthan Govt. Covered u/s 2 (f) of UGC Act, 1956 )



CDOE/2023-24/Nov/0044

Date: -29-11-2023

## Centre for Distance & Online Education

Ref: HEI PRESENTATION – “Programme offered in conventional mode with same nomenclature”

Name of Programme: -BACHELOR OF BUSINESS ADMINISTRATION (BBA)

This is to certify that:

- Bachelor of Business Administration (BBA) programme proposed to be offered in the ‘ODL’ Mode from the AY 2023-24 contains same nomenclature as per the programme offered in conventional mode.
- Entry Level Qualifications for BBA Programme are as per the following:

Conventional Mode	ODL Mode
Passed in 12th Class from any Recognized Board or equivalent.	Passed in 12 <sup>th</sup> Class from any Recognized Board or equivalent.

From above, it is clear that Bachelor of Business Administration (BBA) programme proposed to be offered in the ‘ODL’ Mode from the AY 2023-24 contains **same ‘Entry Level Qualifications’** as per the programme offered in conventional mode.

- Curriculum  
Curriculum of BBA ODL program is adopted from the conventional mode of BBA programme.
- Teaching Learning Scheme  
Teaching Learning scheme of the aforesaid program is similar to the conventional mode of the BBA program running in the University while maintaining the specific requirement of the Program mentioned in UGC-DEB Regulation 2020.
- The curriculum, syllabi and teaching-learning scheme of BBA programme proposed to be offered in the ‘ODL’ Mode from the AY 2023-24 is at par and similar to the BBA programme offered in Conventional mode.

For Vivekananda Global University, Jaipur

Registrar

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f. Programme Outline Conventional Mode			Programme Outline 'ODL' Mode		
Semester - I			Semester - I		
Code	Name of the Subject	Credits	Code	Name of the Subject	Credits
BBC 101	Fundamentals of Management	4	BBC 101	Fundamentals of Management	4
BBC 102	Business Accounting	4	BBC 102	Business Accounting	4
BBC 103	Business Law	4	BBC 103	Business Law	4
BBC 104	Entrepreneurship Development	4	BBC 104	Entrepreneurship Development	4
BBC 105	Business Communication	4	BBC 105	Business Communication	4
BBC 106	Environmental Science	4	BBC 106	Environmental Science	4
BBC 107	Elective I Psychology	2	BBC 107	Elective I Psychology	2
Semester - II			Semester - II		
BBC 201	Managerial Economics	4	BBC 201	Managerial Economics	4
BBC 202	Statistics for Business Decision	4	BBC 202	Statistics for Business Decision	4
BBC 203	Organizational Behavior	4	BBC 203	Organizational Behavior	4
BBC 204	Human Resource Management	4	BBC 204	Human Resource Management	4
BBC 205	Principles of Marketing	4	BBC 205	Principles of Marketing	4
BBC 206	Business Analytics	4	BBC 206	Business Analytics	4

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BBC 207	Elective2 Banking and Insurance	2		BBC 207	Elective2 Banking and Insurance	2
<b>Semester - III</b>				<b>Semester - III</b>		
BBC 301	Macro-economics for Managers	4		BBC 301	Macro-economics for Managers	4
BBC 302	Business Environment	4		BBC 302	Business Environment	4
BBC 303	System Analysis and Design	4		BBC 303	System Analysis and Design	4
BBC 304	Business Ethics and Corporate Social Responsibility	4		BBC 304	Business Ethics and Corporate Social Responsibility	4
BBC 305	Business Policy and Strategic Management	4		BBC 305	Business Policy and Strategic Management	4
BBC 306	Elective3: Management Accounting	2		BBC 306	Elective3: Management Accounting	2
BBC 307	Elective4: Product and Brand Management	2		BBC 307	Elective4: Product and Brand Management	2
<b>Semester - IV</b>				<b>Semester - IV</b>		
BBC 401	Business Research Methods	4		BBC 401	Business Research Methods	4
BBC 402	Operations Research	4		BBC 402	Operations Research	4
BBC 403	E-Commerce	4		BBC 403	E-Commerce	4
BCH404	Cyber Crimes and	4		BCH404	Cyber Crimes and	4

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	Law				Law	
BBC 405	International Business	4		BBC 405	International Business	4
BBC 406	Elective5: Financial Management	2		BBC 406	Elective5: Financial Management	2
BBC 407	Elective6: Marketing of Services	2		BBC 407	Elective6 : Marketing of Services	2
<b>Semester - V</b>				<b>Semester - V</b>		
BBC 501	Qualitative Techniques	4		BBC 501	Qualitative Techniques	4
BBC 502	Production and Operation Management	4		BBC 502	Production and Operation Management	4
BBC 503	Enterprise Resource Planning	4		BBC 503	Enterprise Resource Planning	4
BBC 504	Total Quality Management	4		BBC 504	Total Quality Management	4
BBC 505	Project Management	4		BBC 505	Project Management	4
BBC 506	Elective7: Cost Accounting	2		BBC 506	Elective7:L Cost Accounting	2
BBC 507	Elective8: Idea Generation Lab	2		BBC 507	Elective8: Idea Generation Lab	2
<b>Semester - VI</b>				<b>Semester - VI</b>		
BBC 601	Graduation Project	20		BBC 601	Graduation Project	20

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BBC 602	Elective9: Micro Finance and Rural Credit	2		BBC 602	Elective9: Micro Finance and Rural Credit	2
BBC 603	Elective10: Customer Relationship Management	2		BBC 603	Elective10: Customer Relationship Management	2

**g. Pattern of Question Papers for Term End Examination in Conventional Mode**

Q.1	Objective Type / Short Answers Type	10 X 1 mark = 10 Marks
Q.2 to Q.6	Descriptive type Questions	5 X 10 marks = 50 Marks

The same pattern will be followed by the CDOE for conducting Term End Examination in ODL Mode.

**h. Pass or Fail Criteria**

The programmes offered by the University in conventional mode are based on Relative Grading Pattern. A detail is given below.

**Statistical Method for Relative Grading**

Lower Range of Marks	Grade Awarded, if marks falls in range		Upper Range of Marks
	UG	PG	
$\geq \text{Mean} + 1.5 \sigma$	O	O	---
$\geq \text{Mean} + 1.0 \sigma$	A+	A+	$< \text{Mean} + 1.5 \sigma$
$\geq \text{Mean} + 0.5 \sigma$	A	A	$< \text{Mean} + 1.0 \sigma$
$\geq \text{Mean}$	B+	B+	$< \text{Mean} + 0.5 \sigma$
$\geq \text{Mean} - 0.5 \sigma$	B	B	$< \text{Mean}$
$\geq \text{Mean} - 1.0 \sigma$	C	NC	$< \text{Mean} - 0.5 \sigma$
-	NC	-	$< \text{Mean} - 1.0 \sigma$
-	Ab (Absent)	Ab (Absent)	-
-	W(Withdrawal)	W(Withdrawal)	-
-	GA(Grade Awaited)	GA(Grade Awaited)	-
-	S(Satisfactory)	S(Satisfactory)	-
-	X(Not Satisfactory)	X(Not Satisfactory)	-

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## AWARD OF GRADES

The following are the general guidelines for the award of grades:

- All evaluations of different components of a course announced in the course plan shall be done in marks for each student.
- The marks of various components shall be added to get total marks secured on a 100-point scale for both theory courses and laboratory courses.
- The statistical method, wherever applicable, shall be used for the award of grades with or without marginal adjustment for natural cut-off. The overall distribution of different grades must be as indicated in the statistical distribution.
- No student having 40 % or more marks in UG programmes and 50% or more marks in PG programmes would be awarded grade 'NC'.

The same pattern will be followed by the University for offering programmes in 'ODL' Mode.

For Vivekananda Global University, Jaipur  
(Dr. Praveen Choudhry)  
Registrar

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