

**REVISED ORDINANCE**  
**FOR**  
**BACHELOR OF BUSINESS STUDIES**  
**SCHEME OF STUDY**  
**AND**  
**SCHEME OF EXAMINATION & PROMOTION**

(Ordinance applicable to the students seeking admission to the Bachelor of Business Studies (BBS) course in the academic year 2010-11 and onwards).

## **BACHELOR OF BUSINESS STUDIES**

### **SCHEME OF STUDY FOR 2010-11 AND ONWARDS**

1. Bachelor of Business Studies shall be a three year full time professional degree program, to be taught in six semesters, viz., Semester I, II, III, IV, V and VI. There will be 24 papers in all to be taught over the six semesters. One computer practical in every Semester I through Semester V. Project submission in Semester VI.
2. Candidates who have passed XII class examination of the CBSE or any other examination considered equivalent by the University of Delhi shall be eligible for taking entrance test for admission to the BBS course subject to the details of the eligibility conditions required and the admission procedure to be laid down by the University from time to time.
3. Students are required to do 20 compulsory courses and 4 papers in electives, computer practicals and one specialization project. During the first two years, core disciplines like Economics, Quantitative methods, Organization Behavior and subjects relating to functional areas of Management like Marketing, Accounting, Finance, Production, Computers and Human Resource Management provide a foundation in all areas.
4. In V & VI semester there are four compulsory papers which build upon the base of the first two years. Electives Papers are offered in Finance, Marketing and Human Resource Management areas. Students are required to choose 4 papers and one project from any one functional area of specialization (Electives). Two of these shall be taught in Semester V and the other two in Semester VI. Elective streams offered in a semester V, would depend upon the number of students interested in enrolling for each functional specialization. It will be the discretion of the particular college to offer any of the elective streams.
5. Medium of teaching will be English only.
6. For each paper, each week, four lectures and two interactive periods of 55 minutes each will be conducted. For the paper requiring interface with computer one of the two interactive periods may be used per week for Computer Lab work.
7. Teaching methodology would include Lectures, Case Studies, Business Games, Seminars & Project Work. As computers have entered every walk of life, wherever applicable relevant softwares would be integrated into the course. This is in addition to separate computer paper and practicals. Industry Interaction would be through Guest Lectures/ Seminars/ Projects/ Industrial tours. Short-term Add-on courses can be introduced by the college and students may opt for them.

8. No student shall be deemed to have pursued a regular course of the study unless the Principal/Head of the Department concerned is satisfied that the required conditions in respect of his/her course of study have been fulfilled.

(a).The required conditions shall not be deemed to have been satisfied in respect of the course unless a student has attended:

(i). two-thirds of the lectures delivered in each semester during his/her course of study, and

(ii). two-thirds of the interactive classes and case discussions, seminars and computer labs and practical, etc., conducted in each semester during his or her course of study.

The minimum attendance of two-thirds shall be required separately for point 8 (a) (i) and (ii) above.

Provided that, he/she fulfills other conditions as laid down hereinafter, the Principal/Head of the Department may permit a student to proceed to the next semester who falls short of the required percentage of attendance by not more than 10% of the lectures or interactive periods and case discussions, seminars, practicals, delivered or conducted during the semester, but a student so permitted shall not be deemed to have completed a regular course of study in the next succeeding semester unless he/she has made up the shortage so condoned.

(b). Further, in addition to the above, all students, as per the directives of the college placement cell, shall have to undertake summer training for a duration of 6 to 8 weeks at the end of semester IV during summer vacations. A student shall become eligible for grant of degree only on the satisfactory completion of such training and submission of the report and viva-voce conducted and duly certified by the college authorities.

9. Every semester will be of 15 weeks teaching. For each theory paper in every semester there shall be four lectures and two interactive periods per week. It is expected, thus, that 60 periods per semester per paper shall be devoted by the concerned teacher through lectures besides 30 interactive periods to be used for case discussions, assignment discussions, tests, presentations, functional specialization project guidance, computer labs etc. In case of computer practicals, 2 periods per week for a group of 20-25 students shall be conducted.

10. For paper no. 605, (functional specialization (Electives) project), the guidance for this should begin from Semester V onwards. The teachers teaching the Electives (Finance, Marketing, HR specialization) in the V & VI semester should utilize one of the interactive classes in guiding the students for their projects.

11. The projects have to be submitted during Semester VI. They have to be submitted in duplicate with an executive summary. The last date of the submission and

further examination through presentation and viva-voce to be decided by each college conducting such course.

12. The faculty will constitute a Committee of Courses for appointing the examiners for all the theory paper and project paper no. 605.
  
13. All colleges conducting such a course shall convene the meeting of teachers teaching different papers every semester before the commencement of the academic session to work out the detailed reading lists and topic wise weightage in each paper.

**The Scheme of Examination for BBS shall be as follows:**

<b>Sem. No.</b>	<b>Paper No. and Title</b>	<b>Lectures per Week* (1)</b>	<b>Interactive Classes per Week* (2)</b>	<b>Written exam duration (in hrs.) (3)</b>	<b>Written Exam Maximum Marks (4)</b>	<b>Internal Assessment Maximum Marks (5)</b>	<b>Total Maximum Marks (4) + (5) = (6)</b>
I.	101: <b>Business Communication</b>	4	2	3	75	25	100
	102: <b>Fundamentals of Management</b>	4	2	3	75	25	100
	103: <b>Business Statistics and Applications</b>	4	2	3	75	25	100
	104: <b>Financial Accounting</b>	4	2	3	75	25	100
	105: <b>Computer Practical</b>	2 periods per week per 20-25 students		Practical Exam 2	—	50	50
II.	201: <b>Organisational Behaviour</b>	4	2	3	75	25	100
	202: <b>Public Relations and Corporate Image</b>	4	2	3	75	25	100
	203: <b>Business Economics-I</b>	4	2	3	75	25	100
	204: <b>Information Technology for Business</b>	4	2	3	75	25	100
	205: <b>Computer Practical</b>	2 periods per week per 20-25 students		Practical Exam 2	—	50	50
III.	301: <b>Marketing Management</b>	4	2	3	75	25	100
	302: <b>Quantitative Techniques for Management</b>	4	2	3	75	25	100
	303: <b>Business Economics-II</b>	4	2	3	75	25	100
	304: <b>Cost &amp; Management Accounting</b>	4	2	3	75	25	100
	305: <b>Computer Practical</b>	2 periods per week per 20-25 students		Practical Exam 2	—	50	50
IV.	401: <b>Human Resource Management</b>	4	2	3	75	25	100
	402: <b>Business Research</b>	4	2	3	75	25	100
	403: <b>Production &amp; Operations Management</b>	4	2	3	75	25	100
	404: <b>Financial Management</b>	4	2	3	75	25	100
	405: <b>Computer Practical</b>	2 periods per week per 20-25 students		Practical Exam 2	—	50	50
V.	501: <b>Business Ethics &amp; Corporate Governance</b>	4	2	3	75	25	100
	502: <b>Project Management &amp; Entrepreneurship</b>	4	2	3	75	25	100
	503: <b>Elective Paper F-1/M-1/H-1</b>	4	2	3	75	25	100
	504: <b>Elective Paper F-2/M-2/H-2</b>	4	2	3	75	25	100
	505: <b>Computer Practical</b>	2 periods per week per 20-25 students		Practical Exam 2	—	50	50
VI.	601: <b>Business Policy &amp; Strategy</b>	4	2	3	75	25	100
	602: <b>Legal Aspects of Business</b>	4	2	3	75	25	100
	603: <b>Elective Paper F-3/M-3/H-3</b>	4	2	3	75	25	100
	604: <b>Elective Paper F-4/M-4/H-4</b>	4	2	3	75	25	100
	605: <b>Project Submission (Functional Specialization)</b>	Evaluation through Project Submission, Presentation and Viva Voce					
<b>TOTAL</b>							<b>2750</b>

**\*Lectures/Interactive Classes/Periods will be of 55 minutes each.**

The Elective papers in the functional specialization will be as follows:

**Finance:**

- F-1: Investment Analysis and Portfolio Management.
- F-2: International Finance.
- F-3: Financial Market and Services.
- F-4: Income Tax and Planning.

**Marketing:**

- M-1: Consumer Behaviour.
- M-2: Personal Selling and Sales Force Management.
- M-3: Advertising and Brand Management.
- M-4: Retail Management.

**Human Resource Management:**

- H-1: Training and Management Development.
- H-2: Performance and Compensation Management Systems.
- H-3: Industrial Relations and Labour Legislation.
- H-4: International Human Resource Management.

## BACHELOR OF BUSINESS STUDIES

### SCHEME OF EXAMINATION AND PROMOTION FOR 2010-11 AND ONWARDS

1. English shall be the medium of instructions and examination.
2. Each theory paper shall carry 100 marks. 25 marks shall be reserved for internal assessment based on 5 marks for attendance and class participation, 10 marks for assignments/ tests and 10 marks for term paper/project. For each theory paper, a written examination of three hours duration at the end of each semester for 75 marks will be conducted by the university.
3. All computer practical in each semester shall carry 50 marks. 25 marks evaluation will be continuous through the semester and the other 25 marks evaluation will be done at the end by an examiner, other than the one teaching that group of students in the college. The computer practical exam will be of two hours duration to be conducted by the college.
4. Project work shall carry 100 marks in the area of specialization and shall begin from V semester and submitted at the end of semester VI. This shall be jointly evaluated by an internal and external examiner, through presentation and viva voce.
5. An examination in all odd semester papers shall be conducted at the end of odd semesters and an examination in all even semester papers shall be conducted at the end of even semesters with an only exception of V semester exam to be held along with the VI semester exam. No supplementary examination for any of the semester shall be conducted.
6. Students will be allowed to use scientific calculators (non-programmable).

#### **PROMOTION RULES:**

7. **Internal assessment is conducted once:** The internal assessment of each student in each paper is conducted when the student is enrolled as a regular student in the year in which the particular paper is taught. Internal assessment marks scored by the student shall remain unchanged in case the student subsequently engages in essential reappear, reappear for improvement or reappear after failing.

8. **Passing in an academic year:** A student shall be required to obtain at least 50% of marks in the aggregate, in both the semesters together in all the papers and computer practical, to be declared passed in a particular year.
9. **Promotion to the next semester:** A candidate must score at least 40% of total marks (75 marks) for which the University exam is being conducted in each paper and 40% of total marks (50 marks) in computer practical to be declared passed in that paper/practical. In case, he/she does not score 40% marks the student is declared failed in that paper/practical. The student shall not be allowed to take forward more than 2 papers to be eligible for promotion from one semester to the next.
10. **Passing after promotion with essential reappear:** A student will be required to reappear in any paper(s) (not more than 2 papers in any semester) if the score in that paper is less than 40%. The student will take the exam only when that exam is scheduled to be conducted by the University.  
In case a student has to undertake his/her specialization project again, his/her Presentation and viva-voce shall be conducted again.
11. **Failing in a year:** A student who is not eligible for passing or for promotion with reappear shall be deemed to have failed in the particular year. The student who fails in the examination shall be required to reappear in the subsequent examination on being enrolled as an ex-student as per the rules of the University of Delhi.
12. **Reappearing for a failed student:** An ex-student shall be required to appear only in those papers in which the student has failed. In case he/she is not fulfilling the requirement of 50%, in aggregate he/she may repeat the whole semester or semesters. The exam will be taken by the student only when the exam is scheduled to be conducted by the University.
13. **Scheduling of Examination:** An examination in all odd semester papers shall be conducted at the end of odd semesters and an examination in all even semester papers shall be conducted at the end of even semesters with an only exception of V semester exam to be held along with the VI semester exam. No supplementary examination for any of the semester shall be conducted.
14. **Reappearing for improvement:** Improvement in any paper may be allowed only once during the course of the study even though the candidate may have scored more than 40% marks in that paper and only when the exam for such papers is being conducted.
15. **Revaluation will not be allowed.**
16. **Award of Degree:** Students who have secured pass in each semester and fulfilled the other criteria laid down by the college (attendance, summer training, project submission etc) are eligible for the award of BBS degree.



Successful candidates shall be classified on the basis of the combined result of semester I, II, III, IV, V and VI examinations as follows:

Candidates securing in aggregate:

75% and above	First Division with Distinction
60% and less than 75%	First Division
50% to less than 60%	Second Division

The minimum pass marks for the whole year in all the papers would be 50% to be eligible for promotion to the next year.

17. **Maximum period:** A candidate must qualify for the award of the degree within 5 years of his/her first admission to the course.