

Syllabus

BBA -[Bachelor of Business Administration]

**Under the
Faculty of Commerce & Management Sciences**

Session From 2021-22

Table of Contents

1. Preamble	3
2. Need for BBA program	3
3. BBA (124 credit program) Goal & Objectives.....	4
4. Datta Meghe Institute of Medical Sciences - Vision and Mission:	5
5. About Faculty of Commerce & Management Sciences:	6
6. Program outcomes of BBA program:	7
7. Eligibility for admission:.....	7
8. Admission Process Mechanism.....	8
9. Career Opportunity for BBA:.....	8
10. Four Quadrant Approach	9
11. Program structure:	10
12. Scheme of Examination:.....	17
13. Grading System and calculation of SGPS/CGPS:	31

Preamble:

“Datta Meghe Institute of medical sciences undertakes important measures to enhance academic standards and quality in education including innovation and improvements in curriculum, teaching-learning process, examination and evaluation systems, besides governance and other matters. The university formulates various regulations and guidelines from time to time to improve the education system and maintain minimum standards and quality.

The grading system is considered to be better than the conventional marks system and hence it has been followed in the top institutions in India and abroad. So it is desirable to introduce uniform grading system. This will facilitate student mobility across institutions within and across countries and also enable potential employers to assess the performance of students.

Need for BBA program

The BBA is an perfect choice if you are prepared to advance your career, but can not leave your day job or move to do it. Many BBA programmes are asynchronous, which means you can log in and learn after the kids are in bed, weekend mornings, or during your lunch break, at whatever time suits your schedule. Via an Regular portal, courses, lectures and homework assignments arrive, and professors also assess class engagement via contributions to discussion forums.

BBA - (124 credit program) - Goal & Objectives

1. Students of the Management Program will have theoretical knowledge and demonstrate application of management principles in a professional work setting
2. Students of the Management Program will think independently, analytically through the process of research and inquiry while making effective decisions in global environment
3. The Program Cultivates in the students the values and attitudes that make them agents of social change.
4. Program students can strategically evaluate when and how to use assertiveness and powerful skills.
5. Students will be able to show communication skills that encourage and strengthen the performance of management.
6. Students would have the constructive insights and skills to develop effective management and business networks.
7. Management Program students will be able to review and criticize organizational attempts to behave in an ethical and responsible manner.

Datta Meghe Institute of Medical Sciences - Vision and Mission:

Vision:

To emerge as the Global Centre of excellence in the best evidence based higher education encompassing a quality centric, innovative and interdisciplinary approach, generating refutative research and offering effective and affordable health care for the benefit of the mankind.

Mission:

DMIMS shall develop competent, confident, concerned, compassionate and globally relevant professionals by quality, learner, community and evidence centric 'competency-based model' of higher education with value orientation, through all its constituent units. It shall foster a conducive milieu for interdisciplinary research practices generating consequential and meaningful outcomes for the nation in general and the region in particular. It shall deliver comprehensive quality health care services to the rural, needy, marginalized, and underprivileged populace. This shall be achieved through appropriate collaborative linkages a proactive, transparent, and accountable decentralized governancesystem.

Faculty of Commerce & Management Sciences:

Vision, Mission and Values

We aim to address the needs of non-traditional lifelong learners at the Centre for Continuing Education. We believe in relationships, culture and the importance of active minds and active lives.

The mission of ours

Meeting the needs of lifelong learning by providing learners of all ages with high-quality, affordable, creative and sensitive education and training services, drawing on the strengths of and working with the resources of the university and the community.

Values of ours

- Providing superb service
- Promoting a working and learning atmosphere that is respectful
- Engaging alliances for outreach and partnerships and giving back to the community
- Providing a range of state, national and international quality programmes and services
- Bringing together the university, continuing education, and our culture
- Opening inclusive, open and protected routes for all students
- Growing Creative Chances
- Responsibly managing capital

Programme Outcomes (POs): BBA - program:

Number	PO
P01	Apply knowledge of management theories and practices to solve business problems
P02	Foster Analytical and critical thinking abilities for data-based decision making
P03	Ability to develop Value based Leadership ability
P04	Ability to understand, analyse and communicate global, economic, legal, and ethical aspects of business
P05	Ability to lead themselves and others in the achievement of organizational goals, contributing effectively to a team environment

The program is expected to enable the students to

- PEOI** Demonstrate competency across business disciplines, specifically apply the essential elements of core business principles to analyze and evaluate problems and to construct and implement solutions in the business environment
- PEO II** Perform teamwork and leadership skills in the evaluation of organizational conditions using a system perspective to determine necessary action.
- PEO III** Practice high level of professionalism necessary to deliver the knowledge, expertise and skill of students through the application of research to business problems and issues
- PEO IV** Demonstrate an understanding and appreciation of ethical principles at both the professional and community levels.
- PEO V** Apply critical reasoning process to specifically employ appropriate analytical models to evaluate evidence, select among alternatives, and generate creative options in furtherance of effective decision making.
- PEO VI** Develop superior oral and written communication skills relevant to

business process effective communication skills, specifically write business documents clearly, and analytically and speak in groups and in public clearly, concisely and analytically, with appropriate use of visual aids.

PEO VII Be employed in a broad range of positions including chairman and chief executive officer, president, chief operating officer, chief financial officer, general manager, executive vice president, managing director, and manager in a variety of industries

Eligibility for admission:

Admission to the BBA programme is based on eligibility and performance in a DMIMS Aptitude test (DU).

1. The aspiring candidate should have passed the HSSC Passed or equivalent examination recognized by any Indian constituted Board.
2. The candidate has attained the age of 17 years as in the year of admission.

Career Opportunity for BBA -Program:

1. Public Sector

- Finance
- Operations & Project Management
- Technology Management
- Accounting
- Computer System
- e-Business
- Entrepreneurship
- Global Management
- Healthcare
- Human Resource
- International Business

2. Private Sector

- Financial Research Analyst
- Securities/Investment Analyst
- Financial Advisor
- Portfolio Manager
- Real Estate
- Fashion Industry
- Information Security Analyst
- Operations Research Analyst
- Management Analyst
- HR Specialist
- Credit Risk Management Analyst

Graduate Attributes (GAs):

At the end of the Regular BBA programme the learner will exhibit:

GA1: Managerial Competencies

GA2: Proficiency in Communication, Collaboration, Teamwork and Leadership

GA3: Competence in Creativity & Innovation

GA4: Global Orientation

GA5: Proficiency in ICT & Digital Literacy

GA6: Entrepreneurship & Entrepreneurship Orientation

GA7: Result-Oriented Efforts

GA8: Professionalism, Ethical, Values Oriented & Socially Responsible Behaviour

GA9: Life-Long Learning Orientation

Table 3: Norms of Credit Structure for Self Learning Material Development Non-Print Form

No. of counseling sessions (theory)			Size of e-content (in terms of units)	Study input	Credit value of the course
Syn Chat 5%	Asyn** Discussion Forum (comp)	Syn* (f2f)# (optl) 10%			
3 hrs	2-10 topics per course as per the subject	6 hrs	6-8 units	60 hours	2 credits
6 hrs	-do-	12 hrs	14-16 units	120 hours	4 credits
9 hrs	-do-	18 hrs	20-24 units	180 hours	6 credits
	-do-	24 hrs	30-34 units	240 hours	8 credits

* Syn : Synchronous

**Asyn : Asynchronous

f2f : face-to-face

Norms for Delivery of Courses in ODL Mode

S. No.	Credit value of the course	No. of Weeks	No. of Interactive Sessions		Hours of Study Material		Self-Study hours including Assessment etc.	Total Hours of Study (based on 30 hours per credit)
			Synchronous Online Counselling/ Webinars/ Interactive Live Lectures (1 hour per week)	Discussion Forum/ asynchronous Mentoring (2 hours per week)	e-Tutorial in hours	e-Content hours		
1.	2 credits	6 weeks	6 hours	12 hours	10	10	22	60
2.	4 credits	12 weeks	12 hours	24 hours	20	20	44	120
3.	6 credits	14 weeks	14 hours	28 hours	30	30	66	180
4.	8 Credits	16 weeks	16 hours	32 hours	40	40	88	240