



UNIVERSITY OF CALCUTTA

Notification No.CSR/09/2023

It is notified for information of all concerned that the Syndicate at its meeting held on 10.07.2023 approved the Admission Regulations for Semester wise Four-year B.BA.(Honours & Honours with Research) Courses of Studies (under Curriculum & Credit Framework, 2022), under this University, as laid down in the accompanying pamphlet.

The above shall be effective from the academic session 2023 -2024 and onwards.

SENATE HOUSE

KOLKATA-700 073

The 10th July ,2023

A handwritten signature in black ink, appearing to be 'D. Das', written in a cursive style.

Prof.(Dr.) Debasis Das

Registrar



UNIVERSITY OF CALCUTTA

**ADMISSION REGULATIONS FOR
SEMESTER WISE FOUR-YEAR BBA(HONS)**

**COURSES OF STUDIES UNDER
[CURRICULUM AND CREDIT FRAMEWORK (CCF, 2022)]**

2023

Regulations relating to Admission for the semester wise Four-Year BBA Honours or Honours with Research (under CCF, 2022) Courses of Studies conducted by the University of Calcutta.

- ❖ In exercise of the powers conferred by Section-54 of Calcutta University Act 1979, the University of Calcutta hereby makes the following Regulations for BBA Honours or Honours with Research (under CCF, 2022).
- ❖ These shall apply to every student pursuing the above Course in this University.
- ❖ Notwithstanding anything contained in any other regulations or rules for the time being in force the study for the above Courses shall be guided by these Regulations effective from the Academic Session 2023-2024.

1. Title and Commencement

- 1.1 These Regulations shall be called THE REGULATIONS FOR SEMESTER WISE 4 YEAR BBA Honours or Honours with Research DEGREE PROGRAMME under CCF, 2022 (CURRICULUM AND CREDIT FRAMEWORK), UNIVERSITY OF CALCUTTA.
- 1.2 These Regulations shall come into force with effect from the academic session 2023-2024.

2. Duration of the Programme

The BBA Honours or Honours with Research Programme shall be for a minimum duration of Eight **(08)** (with an exit option after completion of 2nd/4th/6th semester)

consecutive semesters of Six months each, i.e. The odd semester will start ordinarily in the month of July and the even semester in the month of January of every year.

A student pursuing a regular course of study for semester wise degree course shall have to clear all semesters in all respect within a span of seven years from the year of admission to the particular course and combination, failing which *enrolment of the student shall stand cancelled.*

Explanation: A student already admitted in this course may seek fresh admission with different course/subject combination (with respect to Major/Minor subjects) subject to clause no. 4.

3. Applicability of the Regulations :

- a) These regulations shall be applicable to the students taking admission to the BBA (Four-Year BBA Honours or Honours with Research)Course from the academic session 2023-2024.
- b) Students who have already successfully completed any U.G. degree earlier are not eligible to take admission into above course.

I-Admission Regulations

- 4.a) A student who has passed the Higher Secondary (10+2) or its equivalent Examinations eligible to seek admission to the 1st year of the BBA Honours or Honours with Research Course of Studies provided the student has also passed in English having full marks not being less than 100 and fulfils the conditions at laid down in clause 5.

However, no student shall be allowed to take admission after a lapse of more than 3 years from the year of passing the previous qualifying examination.

(Explanation: The year of admission shall not be taken into account while calculating three years from the year of passing the previous qualifying Examination).

- 4.b) Students who have passed the Higher Secondary (10+2) Examination or its equivalent from the All India Boards / Councils (i.e. CBSE, ISC and National Institute of Open Schooling) need not require to submit the Migration Certificate for getting Registration under this University.
5. For the purpose of determining eligibility for admission to the Four-Year BBA. Honours or Honours with Research Courses, aggregate marks shall be calculated by adding the marks in top-four subjects in order of marks secured by a student. However, marks in compulsory Environmental Education/Studies shall not be taken into account for calculation of aggregate marks. But, if the subject “Environmental Science” is studied as an elective subject of 100 marks, it may be taken into account for the purpose of determining the aggregate marks.
- a) A student taking up BBA Honours or Honours with Research Course in a subject must have obtained :
- i) A minimum of 50% marks in the aggregate and 45% marks in the subject or related subject at the previous qualifying examination.

Or

ii) 55% marks in the subject or related subject at the previous qualifying examination.

Or

iii) 50% marks in the aggregate when the student has not studied the subject in his/her previous qualifying examination provided all other clauses are satisfied.

- b) Students belonging to Reserved Categories taking up Major Course of Study must have obtained a minimum of 40% marks in the aggregate or 40% marks in the subject or related subjects at the previous qualifying examination, as the case may be.
- c) Related subjects commerce, accountancy, Business Economies including, Business Management, Business Mathematics, Business Organiaiton, Mathematics, Business Mathematics, Economics, Statistics, Business Studies, Office & Secretarial Practices, Human Rights and Practices, Public Related, Data Base Management, Financial Accounting, Elements of cost Accounts, Auditing, Book Keeping courses, Law, Business law, Cost-Accounting, Principles of Management, Taxation, Business Economics and other Science and Humanities and vocational subjects following (10+2) system.
- d) Seat reservation for admission in the first year class of four-year (eight semesters) BBA Honours or Honours with Research degree courses of studies shall be gilded by the West Bengal State Higher Educational Institutions (Reservation in Admission), Act, 2013 and the West Bengal State Higher Educational Institutions

(Reservation in Admission) Rules, 2014 and Memorandum No.339-Edn (CS)/OM-74L/2023, dt.26.05.2023.

6. Attendance

- 6.1 A student attending at least 75% of the total number of classes* held shall be allowed to sit for the concerned Semester Examinations subject to fulfillment of other conditions laid down in the regulations.
- 6.2 A student attending at least 60% but less than 75% of the total number of classes* held shall be allowed to sit for the concerned Semester Examinations subject to the payment of prescribed condonation fees and fulfillment of other conditions laid down in the regulations.
- 6.3 A student attending less than 60% of the total number of classes* held shall not be allowed to sit for the concerned Semester Examinations and he /she has to take admission to the same Semester in the very next year for attending the classes and appearing at the said Semester Examination.
- 6.4 *Such attendance will be calculated from the date of commencement of classes or date of admission, whichever is later.

Explanation: A student who has not been eligible to appear at any Semester-end Examination in terms of Clause 6.3 may take admission to the next higher Semester and appear at such higher Semester-end Examinations. However, such student has to take admission to the concerned Semester, for which the candidate has been ineligible under

clause 6.3, in the very next available chance without pursuing any other Semester Course simultaneously.

7. **Outline of CURRICULUM AND CREDIT FRAMEWORK (CCF):**

Category of Subjects :

- A) **Discipline Specific Core Course / Core / Major** : A course, to be compulsorily studied by a student.
- B) **Minor** : A subject to be studied by the student with lesser number of courses than the major subject and as indicated in the course structure later.
- C) **AEC :Ability Enhancement Course (AEC)** : Ability Enhancement Course (AEC) courses are the courses based on the knowledge of languages. There shall be 4 AEC courses :
- i) Business Communication in English
 - ii) Business Communication in Bengali / Hindi
 - iii) Case analysis, Copy writing, Content Writing course in English.
 - iv) MIL-Bengali Literature / Hindi Literature / Urdu Literature
- D) **Skill Enhancement Courses (SEC)** : These courses are designed to provide skill-based knowledge and are aimed at providing competencies, skills etc.SEC courses are based upon skill enhancement. As indicated in course structure later
- E) **Practical / Tutorial** : All courses other than AEC & CVAC will have one Practical / Tutorial. Wherever there is a practical, there will be no Tutorial and vice-versa. Inclusion of P/TU components in SECs will be decided by the concerned UGBOS.

- F) **CVAC (Common Value Added Course):** These courses are based on Knowledge of Human & Social Values. There shall be 4 CVAC courses of 2 credits each. In the 1st semester there shall be 1 compulsory CVAC in ENVIS-1 & one compulsory CVAC in Constitutional Values. In the 2nd semester there shall be 1 compulsory CVAC in ENVIS-2the 4th Semester as indicatedin Course outline.
- G) **Summer Internship :** All the students are required to do one 3 credit Summer Internship at the end of the 2nd or 4th or 6th semester. Students completing Internship at the end of the 2nd semester will be allowed to take exit from the course and will be awarded Certificate of 45 credits. Students completing Internship at the end of the 4th semester will be allowed to take exit from the course and will be awarded Diploma of 88 credits. Students completing Internship at the end of the 6th semester will be allowed to take exit from the course and will be awarded three-year BBA Honours Degree of 132 credits.
- H) **Inter Disciplinary Course (IDC)/Multi Disciplinary Course (MDC) :** There shall be 3 IDCs/MDCs of 3 credit each, to be studied in the first 3 semesters.
- I) **Research / Dissertation:**
- a) Students obtaining CGPA equivalent to 75% marks after successful completion of all the first six semesters may opt for BBA Honours with research degree course in the 7th and 8th semesters. Students choosing a 4-year BBA (Honours with Research)degree are required to take up research projects under the

guidance of a faculty member. The students shall have to complete the Research in the 7th & 8th semester of 4 credits and 8 credits respectively (total 12 credits).

b) Students pursuing 4-year Honours BBA Degree without Research shall have to take up 1 additional DSCC on Research Methodology of 4 credits in the 7th semester and 2 additional DSCCs (courses are of 4 credits each) - one shall be a Project.

4-Year Under Graduate BBA Hons / Hons with Research Programme COURSE STRUCTURE-CCF, 2022

Semester	DSCC/ Core(Major)	Minor (m1&m2)	IDC	AEC	SEC	CVAC	Summer Internship	Dissertation/Researchwork	Total Credit
	22x4=88	8x4=32	3x3=9	4x2=8	3x4=12	4x2=8	1x3=3	(1x4=4)+(1x8=8)=12	172
1	1x4=4 3TH+1P/TU	1x4=4(m1) 3TH+1P/TU	1x3=3 2TH +1P/TU	1x2=2 2TH +0P/TU	1x4=4	2x2=4			21
2	1x4=4 3TH+1P/TU	1x4=4(m1) 3TH+1P/TU	1x3=3 2TH +1P/TU	1x2=2 2TH +0P/TU	1x4=4	2x2=4			21
3	2x4=8 2x(3TH+1P/TU)	1x4=4(m2) 3TH+1P/TU	1x3=3 2TH +1P/TU	1x2=2 2TH +0P/TU	1x4=4				21
4	4x4=16 4x(3TH+1P/TU)	1x4=4(m2) 3TH+1P/TU		1x2=2 2TH +0P/TU					22
5	4x4=16 4x(3TH+1P/TU)	m1+m2 2x4=8 2x(3TH+1P/TU)							24
6	3x4=12 3x(3TH+1P/TU)	2x4=8 m1+m2 2x(3TH+1P/TU)							20
7	4x4=16 4x(3TH+1P/TU)							1x4*	20
8	3x4=12 3x(3TH+1P/TU)							1x8*	20
Credits	22x4=88	8x4=32	3x3=9	4x2=8	3x4=12	4x2=8		(1x4)+(1x8)=12	169+3=172
Marks	22x100=2200	8x100=800	3x75=225	4x50=200	3x100=300	4x50=200		1x100+1x200=300	Total Marks =4300

Marks=25marks per credit.

*Total credit=169+3(for summer internship)=172

**AEC and VAC Papers are Common for All UG Programmes (BBA).

Students are allowed to take up Internship during Semester II/IV/VI semester. On completion of Internship and production of a certificate from the competent authority/Principal of the College concerned, Credit for Internship will be given.

Note: * Honours students not undertaking research will do 3 courses for 12 credits in lieu of a research project / Dissertation.

9. **Nomenclature of degrees :**

1. Students taking up the Major and the Minor subjects form the Commerce Discipline shall pursue four-year BBA. Honours/ Honours with Research degree course.
2. A student pursuing four-year BBA. Honours/Honours with Research programme shall get :
 - a) BBA three-year Honours degree if the student takes exist from the programme after successful completion of the first six semesters.
 - b) BBA four-year Honours degree on successful completion of all the eight semesters without research.
 - c) BBA four-year Honours with research degree on completion of all the eight semesters with research.

	Research Project/Dissertation	2{(1 paper 8 Credits therefore 200 marks)+ 1(paper of 4 Credits)}or 3 (DSC core of 4 Credits each)	300	(1x4)+(1x8)
	Total		4300	172

Code Used to refer the type of Paper

Sl. No.	Broad Category	Code
1.	Core Course/Discipline Specific Core Course/Major	CC/DSC/Major
2	Minor Stream	M
3	Multidisciplinary	MD
4	Ability Enhancement Courses (AEC)	AEC
5	Skill Enhancement Courses (SEC)	SEC
6.	Value Added Courses common for all UG	VA
7.	Summer Internship	SI
8	Research Project/Dissertation	D
9	Dissertation Presentation and Viva-Voce	DPV

Course Structure Bachelors in Business Administration (Honours)
under Curriculum and Credit Framework(CCF,2022) Outline

Sl No	Subject	Full Marks	Type of Course	Credit	Paper Code
Semester 1					
1	Principle of Management	100	Core	4	BBAA101CC1
2	Ethics in Business	100	Minor	4	BBAA102M1
3	Financial Institutions and Market	75	Multi Disciplinary Course	3	BBAA103MD1
4	Business Communication in English	50	Ability Enhancement Course	2	BBAA104AEC1
5	Information Technology In Business	100	Skill Enhancement Course	4	BBAA105SEC1
6	Environmental Studies-1 (compulsory)	50	Value Added Course	2	BBAA106VA1
7	Constitutional Values (compulsory)	50	Value Added Course	2	BBAA107VA2
		525		21	
Semester 2					
1	Statistics for Business Decision	100	Core	4	BBAA201CC2
2	Macro Economics	100	Minor	4	BBAA202M2
3	Entrepreneurship Concept, Theory and Practices	75	Multi Disciplinary Course	3	BBAA203MD2
4	Case Analysis , Copy Writing and Content Writing in English	50	Ability Enhancement Course	2	BBAA204AEC2
5	Digital Empowerment/AI	100	Skill Enhancement Course	4	BBAA205SEC2
6	Environmental Studies - 2(compulsory)	50	Value Added Course	2	BBAA206 VA3
7		50	Value Added Course	2	BBAA207VA4
		525		21	
Semester 3					
1	Fundamentals of Financial	100	Core	4	BBAA301CC3

	Accounting				
2	Marketing Management	100	Core	4	BBAA302CC4
3	Banking Theories and Practices.	100	Minor	4	BBAA303M3
4	India's Diversity and Business	75	Multi Disciplinary Course	3	BBAA304MD3
5		50	Ability Enhancement Course	2	BBAA305AEC3
6	Accounting Software/Statistical Software	100	Skill Enhancement Course	4	BBAA306SEC3
		525		21	
Semester 4					
1	Financial Management	100	Core	4	BBAA401CC5
2	Human Resource Management	100	Core	4	BBAA402CC6
3	Production and Operations Management	100	Core	4	BBAA403CC7
4	Cost Accounting	100	Core	4	BBAA404CC8
5	Global Business Environment	100	Minor	4	BBAA405M4
6		50	Ability Enhancement Course	2	BBAA406AEC4
		550		22	
Semester 5					
1	Quantitative Techniques in Management	100	Core	4	BBAA501CC9
2	Micro Economics	100	Core	4	BBAA502CC10
3	Corporate Accounts	100	Core	4	BBAA503CC11
4	Audit and Assurance	100	Core	4	BBAA504CC12
4	Research Methodology	100	Minor	4	BBAA504M5
5	International Joint Ventures & Acquisition	100	Minor	4	BBAA505M6
		600		24	
Semester 6					
1	Legal Aspects of Business	100	Core	4	BBAA601CC13
2	Management Accounting	100	Core	4	BBAA602CC14

3	Tax Planning	100	Core	4	BBAA603CC15
4	Human Rights and Practices	100	Minor	4	BBAA604M7
5	Ecommerce and Case Study	100	Minor	4	BBAA605M8
6.	Summer Internship*(Internal and external from colleges only)	75		3	BBAA606SI
		575		23	
Semester 7					
1	International Trade Policy and Strategy	100	Core	4	BBAA701CC16
2.	Corporate Social Responsibility and Practices	100	Core	4	BBAA702CC17
3	Managerial Economics	100	Core	4	BBAA703 CC18
5	Customer Relationship Management	100	Core	4	BBAA 705 CC19
6	DSC 1A/2A/3A or Dissertation	100	DSCFinance 1A/ Mktg2A/HRA3/ Dissertation/Research	4	BBAA706DSC 1A/2A/3A or BBAA/706 R/DPV 1
		500		20	
Semester 8					
1.	Data Base Management Concept, Theory and Practices	100	Core	4	BBAA801CC20
2.	Public Relations Concept and Practices	100	Core	4	BBAA802 CC21
3	Financial Analysis and Reporting	100	Core	4	BBAA803 CC22
4	DSC2A/2B/2C or Dissertation and DSC 3A/3B/3C or Dissertation OR Dissertation /Research	200	DSCFinance 2A/ Mktg2B/Finance2C/ and DSE Finance 3A/ Mktg3B/Finance3C/ OR	8	BBAA804 DSC 1B/2B/2B And BBAA805 DSC 1C/2C/3C OR BBAA/804- R/DPV 2**
5		500		20	
	TOTAL	4300		172	

(contd..4)

Discipline Specific Courses

DSC-1 (Finance)	DSC-2 (Marketing)	DSC-3 (Human Resource)
A Strategic Corporate Finance (BBAA706 DSC 1 A)	A Consumer Behaviour (BBAA706 DSC 1 B)	A HRD: Systems & Strategies (BBAA706 DSC 1C)
B Investment Analysis and Portfolio Management (BBAA 804 DSC 2 A)	B Advertising and Brand Management (BBAA 804 DSC2B)	B Management of Industrial Relations (BBAA 804 DSC2C)
C Investment Banking and Financial Services (BBAA 805 DSC3 A)	C Marketing of Services (BBAA 805 DSC 3B)	C Performance and Compensation Management(BBAA 805 DSC 3C)

*Summer Internship will have two components of marking/evaluations (i) Viva-voce of 50 marks and (ii) report writing of 50 marks. The award slip be joint average marking of both internal and external and joint signature.

** Research and Dissertation (1x 8)=8 (1 credit is 25 marks) i.e. 25x8=200

Semester Workload/credit defined in terms of hours

Semester Work-load= 15 weeks duration
4 credit course = 60 hours (45 hours of lecture and 15 hours tutorial)
proportionate allotment be made for
3 credit course = 45 hours (Approx- 34 hours lecture and 11 hours tutorial)
2 credit course =30 hours (Approx- 22 hours lecture and 08 hours tutorial)
