GOVERNOR’S SECRETARIAT, BIHAR
RAJ BHAVAN, PATNA-800022

Letter No.BU(Regulations)-48/2014- /GS(I),
Dated-

From,
N.K. Singh
Under Secretary

To,
The Vice Chancellor
B.S.B.A. Bihar University,
Muzaffarpur.

Sub:- Approval of the Ordinance and Regulations of Bachelor of Business Administration (B.B.A.) (under Semester system) of B.S.B.A. Bihar University, Muzaffarpur.

Sir,

I am directed to invite a reference to the University's letter no. B/1186, dated 09.06.2014 on the subject noted above and to inform that Hon’ble Chancellor, after due consideration of the proposal for approval of the Ordinance and Regulations of Bachelor of Business Administration (B.B.A.) (under Semester system) of the University and advice of the Advisory Committee and in exercise of powers vested in him under Section 38(2) and 39(2)(ii) of the Bihar State Universities Act, 1976, as amended up-to-date, has been pleased to approve the Ordinance and Regulations of Bachelor of Business Administration (B.B.A.) (under Semester system) of Babasaheb Bhimrao Ambedkar Bihar University, Muzaffarpur (copy enclosed), from the Session 2014-17 onwards with the condition to seek approval of the number of seats from the State Government before starting the course and send compliance to this Secretariat before commencement of the Session.

Further necessary action may kindly be taken accordingly.

Yours faithfully,

Encl.:– As above

Sd/-
(N.K. Singh)
Under Secretary

Memo No.BU(Regulations)-48/2014- /GS(I),
Dated-
Copy alongwith copy of approved Ordinance and Regulations of Bachelor of Business Administration (B.B.A.) (under Semester system) of B.S.B.A. Bihar University, forwarded to Principal Secretary, Education Department, Govt. of Bihar for information and necessary action.

Encl.:– As above

Sd/-
(N.K. Singh)
Under Secretary

Memo No.BU(Regulations)-48/2014- 1406 /GS(I),
Dated- 23-09-2014
Copy alongwith copy of approved Ordinance and Regulations of Bachelor of Business Administration (B.B.A.) (under Semester system) of B.S.B.A. Bihar University, forwarded to Scientist-D, In-charge Computer Cell, Raj Bhavan, Patna for uploading on the website of Raj Bhavan/Guard File of Regulations and Ordinance of B.S.B.A. Bihar University, Muzaffarpur.

Encl.:– As above

(Signed)
(N.K. Singh)
Under Secretary
Appendix - A

Ordinance:

1. Objective:

Bachelor of Business Administration, a Three Years undergraduate course (spread over six semesters) under UGC curriculum has been designed to expose the students to the main stream of the growing world of Management Science as need of the hour.

2. Eligibility for Admission:

Any student who has passed +2 / Intermediate Examination or equivalent and secured 50% marks (45% in case of reserved category) in qualifying examination shall be eligible for admission.

3. Selection Procedure:

i. The admission notice shall be published in daily newspapers.

ii. The selection of candidates for admission shall be made on the basis of a merit list of the applicants prepared on the basis of the marks obtained in Written Entrance Test of 80 marks conducted by the University and Viva-Voce of 20 marks conducted by the concerned college.

iii. The admission shall be strictly made as per the Reservation Roster for different categories as per the rule of State Government.

iv. In no case the admission beyond the sanctioned seat will be taken in any category.
4. 1. a. The consolidated fee payable for the three-year programme is Rs. 42,000 (Forty Two thousand). The detailed break-up of the consolidated fee is as follows:

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<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Admission Fee</td>
<td>1000.00</td>
</tr>
<tr>
<td>Tuition Fee</td>
<td>36000.00</td>
</tr>
<tr>
<td>Development charge</td>
<td>5000.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>42000.00</strong></td>
</tr>
</tbody>
</table>

b. Mode of Payment:

i. Fee payable at the time of admission Rs. 12,000/-.

ii. Fee payable at the time of commencement of the II semester Rs. 6,000/-.

iii. Fee payable at the time of commencement of the III semester Rs. 6,000/-.

iv. Fee payable at the time of commencement of the IV semester Rs. 6,000/-.

v. Fee payable at the time of commencement of the V semester Rs. 6,000/-.

vi. Fee payable at the time of commencement of the VI semester Rs. 6,000/-.
Appendix-B

Regulation 8

1. Name of the Course:
   i. These regulations will be called Bachelor of Business Administration regulation 2014 and will be effective in the University from Academic session 2014-17.
   ii. The Bachelor of Business Administration Course shall be assigned to the Faculty of Management of the University.

2. Duration of the Course:
   i. The course shall be spread over in six semesters. The duration of each semester shall be of six months and named as First, Second, Third, Fourth, Fifth & Sixth semesters.
   ii. The First, Third & Fifth semesters shall commence from the first week of July every year and Second, Fourth & Sixth semesters shall commence from the first week of January every year.

3. Course-Structure:
   a. The course instruction for each semester shall be not less than 18 hours per week and 16 weeks per semester. The 15% time shall be allocated for group discussion etc. and 85% time allocated for lectures & tutorials.
   b. (i) There shall be five theory papers in each of the first, second, third, fourth & fifth semesters, carrying 100 marks provided that in sixth semester there shall be two theory papers of any one specialisation paper & one paper shall be project work and viva-voce in place of theory paper.
(ii). The course structure shall be as follows:

**COURSE STRUCTURE**

1. **1st Semester**
   
Papers:
   
   1. Business Mathematics
   2. Communicative English
   3. Business Accounting
   4. Business Economics
   5. Business & Industrial Organisation

2. **2nd Semester**
   
   1. Principles of Management
   2. Organisation Behaviour
   3. Business Communication
   4. Business Statistics
   5. Fundamentals of Computers

3. **3rd Semester**
   
   1. Materials & Production Management
   2. Human Resource Management
   3. Marketing Management
   4. Financial Management
   5. Legal Aspects of Business

4. **4th Semester**
   
   1. Computer Applications in Management
   2. Research Methodology
   3. Management & Control of Costs
   4. Entrepreneurship
   5. Business Environment
5th Semester

1. Corporate Taxation
2. Business values & Ethics
3. Fundamentals of Operation Research
4. Management Control Techniques
5. Management Information System

6th Semester

Candidates will be required to opt any one group comprising two papers of the following:

**Group – A : Marketing Management**

Paper : I  Advertising & Sales Management
Paper : II  Consumer Behaviour

**Group – B : Human Resource Management**

Paper : I  Human Resource Development
Paper : II  Industrial Relations

**Group – C : Financial Management**

Paper : I  Securities & Securities Market
Paper : II  Industrial Finance

**Group – D : Information Resource Management**

Paper : I  E-Commerce
Paper : II  Database Management

**Group – E : Managing Rural Change**

Paper : I  NGO Management
Paper : II  Management in Rural Development

**Group – F : International Trade Management**

Paper : I  International Business
Paper : II  Export Procedures & Documentation
Group – G : Management of Services

Paper : I  Hospitality Management
Paper : II  Insurance Management
Paper : III  Project Report  50 marks
             Vive-voce  50 marks
(based on Project Report)

d. The Academic Council of the University on the recommendation of Board of Courses of Studies may make the details of the Course and amend the course structure, if required.

4. Examination:
   i. Subject to the ordinance made for the purpose, a candidate shall be allowed to take-up examination of any semester if he/she has attended 75% of the total classes held during the semester and nothing adverse is reported against him/her.
   ii. No student shall be allowed to take-up any examination unless he/she is registered with the University as a student.

5. Evaluation:
   i. The student shall be continuously assessed during the semester course for 20 marks in each paper except Project Report & Viva-voce, known as internal assessment followed by a Term-End examination of 3 hours duration for each theory paper of the semester carrying 80 marks.
   ii. The marks on internal assessment shall be awarded on the following basis:
      a. Participation in seminars, case discussions and group work activities.
b. Class tests, quizzes, individual and group oral presentations.

c. Submission of written assignment, term papers and Viva-Voce.

d. Class-room participation and attendance.

e. Participation in promoting social welfare.

f. Discipline

iii. The relative weightage on the components mentioned at (ii) shall be decided and declared by the Head of the Institution at the time of start of the semester.

iv. The setter of theory papers shall be appointed by the Vice Chancellor/Examination-Board out of the names recommended by the Director.

v. In sixth semester the project report shall be evaluated in 50 marks by a board of two external examiners appointed by Vice Chancellor / Examination Board of Autonomous College and the same board of examiners shall conduct Viva-Voce in 50 marks. In case of non availability of the same examiners different examiners may also be appointed for viva-voce.

vii. Provided further that each student is required to submit his/her project work in duplicate duly forwarded by a teacher of the Institution before the commencement of theory examination of fourth / sixth semester.

viii. The Internal assessment (except Project Report & Viva-Voce) must be submitted to the Controller of Examinations before the conduct of theory papers.
ix. The internal assessment shall be carried out by a board of internal examiners to be appointed by the Head of the Institution.

6. Publication of Results:
   i. A candidate securing 40% in each paper and overall 45% marks in a semester shall be declared pass in that semester. All those candidates who fail to pass or fail to appear in a semester shall be promoted to the next semester and may avail a carry over in three subsequent examinations to clear the semester, provided that there shall not be any carry over in sixth semester.

      A candidate who fails to pass in 6th semester shall be allowed to appear in only theory papers in subsequent three examinations and exempted from Project work and viva-voce if he/she secures 50% marks in Project work and viva-voce.

      Provided further that if a candidate secure 40% in each theory paper but fails to secure 45% in aggregated in a semester, he/she will have to appear in all theory papers again.

   ii. The final result shall be declared on the basis of aggregate marks secured out of 2800 marks in all six semesters and the candidate shall be placed:

      a. in second class if he/she secures 45% marks and above but less than 60% marks in aggregate.

      b. in First class if he/she secures 60% marks and above in aggregate.
iii. A candidate who has passed in all papers in one chance and secured marks above 75% in any paper will be declared to have secured "Distinction" in that paper.

iv. In no case there shall be any re-evaluation, however scrutiny of Answer scripts may be done as per the University rules.

v. There will be no grace marks in any semester.

7. Certificate of Excellence:

A successful candidate securing the highest marks in first class at the final examination will be given a certificate of Excellence/Gold medal provided he/she has cleared all the semester examinations in the very first attempt. If two students secure same marks at the final examination, certificate of excellence will be given to both of them.