



# MAHARSHI DAYANAND UNIVERSITY, ROHTAK

(A STATE UNIVERSITY UNDER HARYANA ACT NO. XXV OF 1975)

'A' Grade University Accredited by NAAC

## INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH

No.

Dated:

### NOTICE

An emergent Meeting of the Under-Graduate Board of Studies (UGBOS) in Management Studies will be held on 13.06.2024 at 10:00AM in the Placement Cell of IMSAR. The agenda of the meeting is as under:-

Item No. 1.: To approve the scheme and syllabi of 4 year BBA Programme under NEP-2020.

Director, IMSAR

Endst.No. IMSAR/2024/ 791-800

Dated: 10.6.2024

A Copy of the above is forwarded to the following for information and further necessary action:-

1. Prof. Madan Lal, Deptt. of Commerce, Delhi University, Delhi
2. Prof. Neelam Jain, IMSAR, MDU Rohtak
3. Prof. Rishi Chaudhary, IMSAR, MDU Rohtak
4. Prof. Pardeeo K Ahlawat, IMSAR, MDU Rohtak
5. Prof. Divya Malhan, IMSAR, MDU Rohtak
6. Dr. Seema Singh, Assoc. Prof. IMSAR, MDU Rohtak
7. Dr. Naresh Kumar, Asstt. Prof. IMSAR, MDU Rohtak
8. OSD(Academic), M.D.U. Rohtak, for information of Dean (Academic Affairs)
9. Incharge( Faculty House), M.D.U., Rohtak. He is requested to arrange to book one Room and three lunches (free of cost) on 13.06.2024.
10. Director(UCC) for uploading the same on the University website.



Director, 10/6/24

Director, IMSAR  
Instt of Mgt. Studies & Research  
M.D. University, ROHTAK

**SCHEME OF EXAMINATION**  
**&**  
**SYLLABI**  
**OF**  
**BACHELOR OF BUSINESS ADMINISTRATION**  
**PROGRAMME**  
**(Based on National Education Policy (NEP) - 2020)**  
**WITH EFFECT FROM THE ACADEMIC SESSION**  
**2024-25**



**MAHARSHI DAYANAND UNIVERSITY**  
**ROHTAK (HARYANA)**

## PROGRAMME SPECIFIC OUTCOMES

The programme-specific learning outcomes of the Four-Year (Eight Semesters) BBA programme are as follows:

- PSO1:** Demonstrate a continuous pursuit of knowledge and skills in advanced areas of business management and related fields, fostering personal and professional growth.
- PSO2:** Effectively adapt to and manage the rapidly changing economic, social, political, technological, and cultural environments that impact business organizations and society at large.
- PSO3:** Equip themselves with the necessary skills and knowledge for gainful employment in their chosen specialized domains, ensuring a successful transition into the professional world.
- PSO4:** Disseminate comprehensive knowledge of the critical functions in managing international business, finance, human resources, operations, marketing, and systems to gain a competitive advantage in a globalized economy.
- PSO5:** Exhibit proficiency in the tools and techniques used for effective business decision-making, applying analytical and problem-solving skills to real-world business scenarios.
- PSO6:** Utilize strategic management principles and practices to guide business operations, ensuring the alignment of organizational goals with market demands and opportunities.
- PSO7:** Engage in research activities that provide insights into complex business challenges, fostering innovation and the development of effective solutions.
- PSO8:** Effectively handle contemporary organizational challenges, demonstrating strong team spirit and collaborative skills to enhance organizational performance and cohesion.

**SCHEME OF EXAMINATION OF  
BACHELOR OF BUSINESS ADMINISTRATION PROGRAMME  
(Based on National Education Policy (NEP) - 2020)  
With effect from the Academic Session 2024-25**

**Curriculum and Credit Framework for BBA Programme (Interdisciplinary)**

**A. Structure of UG Program (First three years of BBA Programme)**

**First Year: First Semester**

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
<b>Discipline-Specific Courses – Major (DSC1)</b>						
24IMSI401DS01	Business Organization	70	30	-	100	3-1-0
24IMSI401DS02	Basics of Accounting	70	30	-	100	3-1-0
<b>Discipline Relevant/Allied – Minor (MIC1)</b>						
Students may opt for <b>one course @ four credits</b> from the pool of Minor Courses designed at the central level by the University.						
<b>Multidisciplinary Courses (MDC1)</b>						
Students may opt for <b>one course @ three credits</b> from the pool of Multidisciplinary Courses by selecting out of any of the broad fields (Life Sciences, Physical Sciences, Arts, Humanities and Social Sciences, Commerce & Management, and Interdisciplinary Studies) designed at the central level by the University which they have not studied at the 12th-level or the opted course is not related to their major and minor stream under this category.						
<b>Ability Enhancement Course (AEC1)</b>						
Students may opt for <b>one course @ two credits</b> from the pool of Ability/Language Enhancement Courses designed at the central level by the University.						
<b>Skill Enhancement Course (SEC1)</b>						
24IMSI401SE01	Computer Fundamentals and Office Automation Tools	25	-	50	75	1-0-2
<b>Value Added Course (VAC1)</b>						
Students may opt for <b>one course @ two credits</b> from the pool of Value Added Courses designed at the central level by the University.						
<b>Total Credits</b>						<b>22</b>
<b>Note:</b>						
1. The duration of all the end-term theory examinations shall be 3 hours.						
2. The Criteria for awarding the formative assessment of 30 marks throughout the Programme shall be as under:						
a) Sessional Examination : 20 marks.						
b) Assignments/Presentations/Seminars and Class Participation : 5 marks						
c) Attendance : 5 marks						
Less than 65% : 0 marks						
Upto 70% : 2 marks						
Upto 75% : 3 marks						
Upto 80% : 4 marks						
Above 80% : 5 marks						
3. The Criteria for awarding the formative assessment of 15 marks for a practicum examination of (15+35=50) fifty marks throughout the Programme shall be as under:						
a) Practicum Assignments/Practicum File : 10 marks						
b) Attendance (Criteria as mentioned above in 2(c)) : 5 marks						
4. The panel of examiners for end-semester theory examinations shall be prepared and approved by the UG BOS of IMSAR of the internal/external examiners based on their expertise/specialization/area of interest.						
5. The panel of examiners based on the examiners' expertise/specialization/area of interest for practicum/viva-voce examination shall be recommended by the UG BOS of IMSAR. In case of unavailability of external examiners due to unavoidable circumstances, the Controller of Examinations may allow the conduct of practicum examinations by the internal examiners.						
6. The panel of examiners (ordinarily not below the rank of Associate Professor) for assessment of the Project reports/Dissertation/Research Project/Summer Internship Reports shall be recommended by the UG BOS of IMSAR.						
7. The minor courses offered in I, II, and III semesters shall be opted for by students from the University Teaching Departments (UTDs) other than students of Business Administration and the students of Business Administration will opt for from the other UTDs.						
8. A student while selecting the minor discipline has to ensure that the courses of the opted minor discipline do not match with the major courses of his/her opted programme.						

### First Year: Second Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
<b>Discipline-Specific Courses (DSC) – Major (DSC2)</b>						
24IMSI402DS01	Managerial Skills	70	30	-	100	3-1-0
24IMSI402DS02	Essentials of Economics	70	30	-	100	3-1-0
<b>Discipline Relevant/Allied – Minor (MIC2)</b>						
Students may opt for <b>one course @ four credits</b> from the pool of Minor Courses designed at the central level by the University.						
<b>Multidisciplinary Courses (MDC2)</b>						
Students may opt for <b>one course @ three credits</b> from the pool of Multidisciplinary Courses by selecting out of any of the broad fields (Life Sciences, Physical Sciences, Arts, Humanities and Social Sciences, Commerce & Management, and Interdisciplinary Studies) designed at the central level by the University which they have not studied at the 12th-level or the opted course is not related to their major and minor stream under this category.						
<b>Ability Enhancement Course (AEC2)</b>						
Students may opt for <b>one course @ two credits</b> from the pool of Ability/Language Enhancement Courses designed at the central level by the University.						
<b>Skill Enhancement Course (SEC2)</b>						
24IMSI402SE01	Business Communication	25	-	50	75	1-0-2
<b>Value Added Course (VAC2)</b>						
Students may opt for <b>one course @ two credits</b> from the pool of Value Added Courses designed at the central level by the University.						
<b>Total Credits</b>						<b>22</b>
<b>Note:</b> Students exiting the programme after the second semester and securing 48 credits including 4 credits of summer internship will be awarded UG Certificate in Business Administration.						
<b>Total Credits (22+22=44+4) for UG Certificate (Business Administration)</b>						<b>48</b>

### Second Year: Third Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
<b>Discipline-Specific Courses – Major (DSC3)</b>						
25IMSI403DS01	Cost and Management Accounting	70	30	-	100	3-1-0
25IMSI403DS02	Corporate Governance	70	30	-	100	3-1-0
25IMSI403DS03	Disaster Management	70	30	-	100	3-1-0
<b>Discipline Relevant/Allied – Minor (MIC3)</b>						
Students may opt for <b>one course @ four credits</b> from the pool of Minor Courses designed at the central level by the University.						
<b>Multidisciplinary Courses (MDC3)</b>						
Students may opt for <b>one course @ three credits</b> from the pool of Multidisciplinary Courses by selecting out of any of the broad fields (Life Sciences, Physical Sciences, Arts, Humanities and Social Sciences, Commerce & Management, and Interdisciplinary Studies) designed at the central level by the University which they have not studied at the 12th-level or the opted course is not related to their major and minor stream under this category.						
<b>Ability Enhancement Course (AEC3)</b>						
Students may opt for <b>one course @ two credits</b> from the pool of Ability/Language Enhancement Courses designed at the central level by the University.						
<b>Skill Enhancement Course (SEC3)</b>						
25IMSI403SE01	Business Etiquettes	25	-	50	75	1-0-2
<b>Total Credits</b>						<b>24</b>

### Second Year: Fourth Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
<b>Discipline-Specific Courses – Major (DSC4)</b>						
25IMSI404DS01	Basics of International Business	70	30	-	100	3-1-0
25IMSI404DS02	Indian Financial System	70	30	-	100	3-1-0
25IMSI404DS03	Indian Business Environment	70	30	-	100	3-1-0
25IMSI404DS04	Corporate Leadership	70	30	-	100	3-1-0
<b>Major Discipline Relevant (Vocational) – Minor (MIC4 (VOC))</b>						
25IMS404MV01	Database Management System	50	-	50	100	3-0-1
<b>Ability Enhancement Course (AEC4)</b>						
Students may opt for <b>one course @ two credits</b> from the pool of Ability/Language Enhancement Courses designed at the central level by the University.						
<b>Value Added Course (VAC3)</b>						
Students may opt for <b>one course @ two credits</b> from the pool of Value Added Courses designed at the central level by the University.						
<b>Total Credits</b>						<b>24</b>
<b>Note:</b>						
1. Students exiting the programme after the fourth semester and securing 96 credits including 4 credits of summer internship will be awarded UG Diploma in Business Administration.						
2. Immediately after completing the fourth semester, the students shall proceed to their Summer Internship (SI) of eight weeks. The Summer Internship Report (SIR) prepared after SI completion shall be assessed in the fifth Semester as a compulsory course. The candidates will submit the SIR in the manner specified in the Ordinance. The SIR will be evaluated by an external examiner.						
<b>Total Credits (22+22+24+24=92+4) for UG Diploma (Business Administration)</b>						<b>96</b>

### Third Year: Fifth Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
<b>Discipline-Specific Courses – Major (DSC5)</b>						
26IMSI405DS01	Business Policy and Strategy	70	30	-	100	3-1-0
26IMSI405DS02	Principals of Marketing	70	30	-	100	3-1-0
26IMSI405DS03	Introduction to Human Resource Management	70	30	-	100	3-1-0
26IMSI405DS04	Business Statistics	70	30	-	100	3-1-0
<b>Major Discipline Relevant (Vocational) – Minor (MIC5 (VOC))</b>						
26IMS405MV01	E-Business	50	-	50	100	3-0-1
<b>Internship</b>						
26IMSI405IN01	Summer Internship Report	100	-	-	100	4
<b>Note:</b>						
1. Four credits of internship earned by a student during summer internship after the 2nd semester or 4th semester will be counted in the 5th semester of a student who pursues a 3-year UG Programme without taking exit option.						
<b>Total Credits</b>						<b>24</b>

**Third Year: Sixth Semester**

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
<b>Discipline-Specific Courses – Major (DSC6)</b>						
26IMSI406DS01	Research Methodology	70	30	-	100	3-1-0
26IMSI406DS02	Event Management	50	-	50	100	3-0-1
26IMSI406DS03	Financial Management	70	30	-	100	3-1-0
26IMSI406DS04	Operations and Supply Chain Management	70	30	-	100	3-1-0
<b>Major Discipline Relevant (Vocational) – Minor (MIC6 (VOC))</b>						
26IMSI406MV01	Computer Networks and Web Development	50	-	50	100	3-0-1
<b>Total Credits</b>						<b>20</b>
<b>Note:</b>						
1. Four credits of internship earned by a student during summer internship after 2 <sup>nd</sup> semester or 4 <sup>th</sup> semester will be counted in the 5 <sup>th</sup> semester of a student who pursues 3 year BBA programme without taking exit option.						
2. Each student in the course of Event Management will organize one event and prepare a report during the semester and the same will be evaluated by a panel of external examiner(s) comprising at least one from industry and the other from academia recommended by the UG BOS of IMSAR along with one internal examiner.						
3. Students exiting the programme shall be awarded a 3-year UG Degree in Business Administration upon securing 136 credits.						
<b>Total Credits (22+22+24+24+24+20) for 3-Year UG Degree in Business Administration</b>						<b>136</b>

## B. Structure of UG Program (Last one year of BBA Programme)

### Fourth Year: Seventh Semester

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
<b>Discipline-Specific Courses – Major (DSC7)</b>						
27IMSI407DS01	Management Process and Organizational Behaviour	70	30	-	100	3-1-0
27IMSI407DS02	Finance for Managers	70	30	-	100	3-1-0
27IMSI407DS03	Strategic Marketing	70	30	-	100	3-1-0
27IMSI407DS04	Strategic Human Resource Management	70	30	-	100	3-1-0
27IMSI407DS05	Business Research Methods	70	30	-	100	3-1-0
<b>Skill-Enhancement Course (SEC4)</b>						
27IMSI407SE01	Business Ethics and Communication Skills	50	-	50	100	3-0-1
<b>Vocational Course (MIC7 (VOC))</b>						
27IMSI407MV01	IT for Managers-1	50	-	50	100	3-0-1
<b>Internship</b>						
27IMSI407IN01	Internship Report	100	-	-	100	4
<b>Total Credits</b>						<b>24</b>
<b>Note:</b>						
1. The students are required to choose either SEC-4 or MIC7 (VOC) or Internship.						

### Fourth Year: Eighth Semester (Four Year BBA Honors)

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
<b>Discipline-Specific Courses – Major (DSC8)</b>						
27IMSI408DS01	Managerial Economics	70	30	-	100	3-1-0
27IMSI408DS02	Business Environment	70	30	-	100	3-1-0
27IMSI408DS03	Management Information System	70	30	-	100	3-1-0
27IMSI408DS04	Total Quality Management	70	30	-	100	3-1-0
27IMSI408DS05	Emotional Intelligence	70	30	-	100	3-1-0
<b>Skill-Enhancement Course (SEC5)</b>						
27IMSI408SE01	Personality and Soft Skills Development	50	-	50	100	3-0-1
<b>Vocational Course (MIC8 (VOC))</b>						
27IMSI408MV01	IT for Managers-2	50	-	50	100	3-0-1
<b>Internship</b>						
27IMSI408IN01	Internship Report	100	-	-	100	4
<b>Total Credits</b>						<b>24</b>
<b>Note:</b>						
1. The students are required to choose either SEC-5 or MIC8 (VOC) or Internship.						
<b>Total Credits (22+22+24+24+24+20+24+24) for Four Year BBA Honors</b>						<b>184</b>



**Fourth Year: Eighth Semester (Four Year BBA Honors with Research)**

Course Code	Title of the Course (s)	Formative Assessment	Summative Assessment	Practical/ Vive-Voce	Total Marks	Credits (L-T-P)
<b>Discipline-Specific Courses – Major (DSC8)</b>						
27IMSI408DS01	Management Information System	70	30	-	100	3-1-0
27IMSI408DS02	Total Quality Management	70	30	-	100	3-1-0
<b>Skill-Enhancement Course (SEC5)</b>						
27IMSI408SE01	Personality and Soft Skills Development	50	-	50	100	3-0-1
<b>Vocational Course (MIC8 (VOC))</b>						
27IMSI408MV01	IT for Managers-2	50	-	50	100	3-0-1
<b>Internship</b>						
27IMSI408IN01	Internship Report	100	-	-	100	4
<b>Research Project/Dissertation</b>						
27IMSI408PD01	Research Project/Dissertation	100	100	100	300	12
<b>Total Credits</b>						<b>24</b>
<b>Note:</b>						
<ol style="list-style-type: none"> <li>The students are required to choose either SEC-5 or MIC8 (VOC) or Internship.</li> <li>The topic of the Research Project to be submitted for evaluation in the eighth Semester shall be submitted by the student along with a brief synopsis after finalization in the 7<sup>th</sup> Semester in consultation with the faculty member allotted as Research Supervisor by the Director.</li> <li>Any student opting for a dissertation has to submit a synopsis to the Institute/College prepared in consultation with his/her Research Supervisor and appear before a Research Advisory Committee (RAC) constituted by the Director/Principal of the concerned Department/College.</li> <li>The viva voce in respect of the Dissertation shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director/Principal and two external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel recommended by the UG BOS of IMSAR (two members shall form the quorum).</li> <li>Students undertaking the research project/dissertation may have their research findings patentable, presented at conferences or seminars, or published in peer-reviewed journals.</li> </ol>						
<b>Total Credits (24+24+23+23+20+20+20+20) for Four Year BBA Honors with Research</b>						<b>184</b>

## List of Discipline Relevant/Allied - Minor Courses

Following are the Minor Courses offered out of the broad fields on the part of IMSAR to be included in the Pool of Courses of the University.

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
<b>Minor Courses (MIC - to be offered to other departments)</b>						
<b>First Semester</b>						
24IMS401MI01	Managerial Skills	70	30	-	100	3-1-0
<b>Second Semester</b>						
24IMS402MI01	Corporate Leadership	70	30	-	100	3-1-0
<b>Third Semester</b>						
25IMS403MI01	Business Policy and Strategy	70	30	-	100	3-1-0
<b>Note:</b>						
1. The minor courses offered in I, II, and III semesters shall be opted for by students from the University Teaching Departments (UTDs) other than students of Business Administration and the students of Business Administration will opt from the other UTDs.						
2. A student while selecting the minor discipline has to ensure that the courses of the opted minor discipline do not match with the major courses of his/her opted programme.						

## List of Multidisciplinary Courses

Following are the Multidisciplinary Courses offered out of the broad fields on the part of IMSAR to be included in the Pool of Courses of the University.

Course Code	Title of the Course (s)	Summative Assessment	Formative Assessment	Practicum/ Viva-Voce	Total Marks	Credits (L-T-P)
<b>Multidisciplinary Courses (to be offered to other departments)</b>						
24IMSX01MD01	Foundations of Management	50	25	-	75	3-0-0
24IMSX02MD01	Marketing Management	50	25	-	75	3-0-0
25IMSX03MD01	Entrepreneurship and MSME	50	25	-	75	3-0-0

## **Instructions for the conduct of Practicum and Viva-Voce of the Four-Year Bachelor of Business Administration Programme**

A Board of Examiners shall conduct computer Practicum and Viva Voce, wherever applicable, on an invitation of the concerned Principal/Director of the affiliated College/Institute of the University. The Practicum/viva voce examination(s) of the courses (relating to IT/Computer or wherever specified) other than assessment of the Project reports/Dissertation/Research Project shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Principal/Director of the concerned College/Institute and one external examiner out of the panel recommended by the UG BOS of IMSAR. In case of unavailability of external examiners due to unavoidable circumstances, the Controller of Examinations may allow the conduct of practicum examinations by the internal examiners.

The viva voce in respect of the Research Project/Dissertation shall be conducted by a Board of Examiners, consisting of one internal faculty member to be appointed by the Director and two external examiners from the Industry and Academic field (ordinarily not below the rank of Associate Professor and/or any professional working at a senior position from industry) out of the panel proposed/recommended by the UG BOS of IMSAR (two members shall form the quorum).

The concerned Principal/Director of the College/Institute shall request the examiner(s) at his level and make necessary arrangements for the smooth conduct of the examinations as stipulated in the Ordinances. The Principal/Director shall ensure to upload the marks awarded by the examiner(s) on the University website and also submit the hard copy of the award list along with the attendance of the candidates and eligibility proof of examiner duly signed by both the examiner(s) and Principal/Director to the office of the Controller of Examinations within 15 days of the conduct of examinations.

The concerned Principal/Director is also required to make payment of TA/DA, and examination remuneration to the examiner on the spot as per University norms, and the same will be reimbursed by the University after submitting the bills to the Controller of Examinations duly verified by the concerned Principal/Director of the College/Institute. The Colleges/Institutes are also advised to invite the examiners from nearby stations only. In case the examiner(s) is/are invited beyond 100 km distance (one way), the permission of the Controller of Examination, Maharshi Dayanand University, may be sought.