RAMAIAH UNIVERSITY OF APPLIED SCIENCES

Programme Specifications

BBA Programme

Programme: Bachelor of Business Administration (BBA)	Department: Management Studies

Faculty of Management and Commerce

M.S. Ramaiah University of Applied Sciences

University House, New BEL Road, MSR Nagar, Bangalore – 560 054

www.msruas.ac.in

Programme Specifications: Bachelor of Business Administration	
Faculty	Faculty of Management and Commerce
Department	Department of Management
Programme	Bachelor of Business Administration
Dean of Faculty	Dr. H. S. Srivatsa
HOD	Dr. H. S. Srivatsa

1. **Title of the Award**

    Bachelor of Business Administration

2. **Modes of study**

    Full-Time

3. **Awarding Institution / Body**

    M S Ramaiah University of Applied Sciences – Bengaluru, India

4. **Joint Award**

    Not Applicable

5. **Teaching Institution**

    Faculty of Management and Commerce

6. **Date of Programme Specifications**

    July 2019

7. **Date of Programme Approval by the Academic Council of MSRUAS**

    July 2019

8. **Next Review Date**

    May 2022

9. **Programme Approving Regulatory Body and Date of Approval**

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10. **Programme Accrediting Body and Date of Accreditation**

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11. **Grade Awarded by the Accreditation Body**

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12. **Programme Accreditation Validity**

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13. **Programme Benchmark**

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14. Rationale for the Programme

Bachelor of Business Administration (B.B.A) is an undergraduate degree programme designed to create motivated, energetic, thinking and creative graduates to fill the roles as entry and middle level managers, professionals, administrators, teachers and professors.

With the current trends in Self-Employment and Talent Utilization (SETU) program, there is tremendous need for a young workforce with skillset that will make the students readily employable, for various entry level and managerial roles.

The growing Indian millennial generation has the opportunity to use the void to create new employment ventures. The atmosphere of enabling policies, ease of doing business, and the zest of India's aspiring youth needs to channelize towards StartUp India. The United Nations World Employment and Social Outlook 2017 report acknowledged that India was responsible for maximum job creation in 2016 in the Asia and Pacific region and that the India's working age population to surpass one billion in ten years.

Currently, the Indian market is expanding in an accelerated rate. As existing companies expand in size, new start-ups have also arrived on the scene. All these companies require candidates with sound business and operations knowledge. The economic growth of India has created unprecedented demand for talented and trained workforce. To meet this demand, the Government of India is encouraging private and public sectors to establish more practical orientation in the management courses, keeping in mind the rapid digitization in the global market.

With the economic liberalisation of India in the recent times, need for candidates with adequate managerial and business knowledge has gone up. Organisations require candidates with sound business knowledge who can facilitate between the operations team and senior management. These candidates would later be groomed into senior management roles. Realising the vital need for adequately trained management professionals, Ramaiah University of Applied Sciences (RUAS) gives an ideal platform for the students by exposing them to different aspects of business administration and thereby expanding their horizon. Hence RUAS is proposing to offer B.B.A programme.

B.B.A is an undergraduate degree programme that addresses the core functions of business such as marketing, finance, strategy, decision making, with latest additions in entrepreneurship development and Business Analytics skills etc. The degree also focuses on managerial skills, team skills and communication skills. Some of the core subjects taught in B.B.A course are marketing and sales, organization behaviour, basic management skills, business strategy, market trends and competition, financial accounting, legal regulatory framework, entrepreneurship development, Business Analytics, financial management, E-commerce, communication, etc.

The curriculum is outcome based and it imbibes required theoretical concepts and practical skills in the domain. By undergoing this programme, students develop critical, analytical thinking and problem solving abilities for a smooth transition from academic to real-life work environment. Opportunities are provided for the students to do internship in business organisations, research & development and also execute a well-defined project in a team to enhance practical skills and problem solving abilities. The students are required to submit a well written project report as partial fulfilment for the award of the degree, which will help develop skills of documenting business operations.

15. Programme Mission

The purpose of the programme is creation of knowledgeable human resources with contemporary business management knowledge and skills to work in Government, Semi-Government, Private and Public sector organization and also to assume administration positions. With further progression in education, graduates should be able to undertake teaching in schools, colleges and universities and become independent professional practitioners and business analysts.

16. Graduate Attributes

1. Ability to understand the fundamentals of statistics, economics, and management to solve real life business problems
2. Ability to understand and solve complex business problems through holistic thinking by conducting cognitive and tacit research
3. Ability to apply appropriate tools and techniques to analyse economic, commercial and business issues
4. Ability to understand the concepts of legal, cultural, social and safety aspects of organisations
5. Ability to analyse problems, collect data, interpret data and arrive at meaningful conclusions involving statistical inferences
6. Ability to analyse administrative models, processes, etc., to solve cultural, societal and environmental issues
7. Ability to analyse and optimise operations model for a stated business activity through simulations and validations
8. Ability to understand the needs of customers, develop feasible marketing solutions and sell the products/services effectively
9. Ability to apply principles of management practices and accounting knowledge for entrepreneurial skill development
10. Ability to work as a member of a team, to plan and to integrate knowledge of various management disciplines and to lead teams in multi-disciplinary settings
11. Ability to make effective oral presentations and communicate technical ideas to a Broad audience using written and oral means
12. Ability to lead and manage multidisciplinary teams by applying management principles
13. Ability to adapt to the changes and advancements in technology and engage in independent and life-long learning

17. Programme Goal

The programme goal is to produce graduates with critical, analytical and problem solving skills, and ability to think independently, to pursue a career in business administration.

18. Programme Objectives

The main objective of this programme is to impart knowledge, understanding and cognitive abilities in business ministration related courses like accounting, banking, finance, marketing, sales, consumer behaviour, customer relationship and administrative related courses. The programme further focuses on development of competencies and practical skills required for effective problem solving and right decision making in different activities relevant to business administration. The programme also embeds courses to train students on personal development and interactive skills with a feel for society.

The objectives of the programme are to:

1. Impart knowledge on fundamentals of business administration and management
2. Facilitate the understanding of underlying concepts, laws and policies that are essential for any business
3. Provide knowledge on understanding customer behaviour, strategy development, conventional & digital marketing and sales management
4. Analyse financial statements and design solutions for business problems
5. Analyse operations model for a stated business activity through simulations and validations
6. Apply knowledge of labour welfare, economics, social sciences, legal and professional ethics, and interpersonal skills relevant to professional practice
7. Apply data and business analytics tools to analyse business models, operations for better decision-making
8. Provide knowledge and importance of team work and organisational brand building
9. Provide a general perspective on lifelong learning and opportunities for a career in industry, business and commerce

19. Intended Learning Outcomes of the Programme

The Intended Learning Outcomes (ILOs) are listed under four headings:
1. Knowledge and Understanding, 2. Cognitive Skills 3. Practical Skills and 4. Capability / Transferable Skills.

1. Knowledge and Understanding

After undergoing this programme, a student will be able to:

KU1:	Explain the fundamentals of business administration, management and corporate governance
KU2:	Discuss the concepts of business environment, marketing, finance, organisational structures and consumer behaviour
KU3:	Explain the concepts of entrepreneurship and understand different aspects of running a business
KU4:	Discuss issues related to industrial relations and legal environment

2. Cognitive Skills

After undergoing this programme, a student will be able to:

CS1:	Apply statistical methods on the organisational data for business decision making
CS2:	Analyse market opportunities and convert them into feasible products/services
CS3:	Examine different optimisation techniques and tools for managing scarce resources effectively
CS4:	Analyse financial statements and apply concepts of managerial accounting for business decision making

3. Practical Skills

After undergoing this programme, a student will be able to:

PS1: Prepare financial statements and propose financial projections for a business

PS2: Use relevant tools to develop and implement digital marketing plan

PS3: Develop a marketing plan for a business venture

PS4: Use tools and techniques of business analytics, Information systems and office automation tools

4. Capability / Transferable Skills

After undergoing this programme, a student will be able to:

TS1: Organise required data, analyse and develop business reports and present concisely

TS2: Build, Manage and Lead a team to successfully complete a project and communicate across teams and organizations to achieve professional objectives

TS3: Continually improve themselves in changing business environment through Life-long Learning philosophy

TS4: Work effectively in teams under various constraints to meet defined targets

20. Programme Structure

SEMESTER 1

Sl. No.	Code	Course Title	Theory (h/w/s)	Tutorials (h/w/s)	Practical (h/w/s)	Total Credits	Max. Marks
1.	19BMC101A	Principles of Management	3			3	100
2.	19BMC102A	Microeconomics	3			3	100
3.	19BMC103A	Business Mathematics - I	3			3	100
4.	19BMC104A	Marketing Management	3			3	100
5.	19BMC105A	Accounting for Business	2		2	3	100
6	19BML106A	Computer Applications – I			2	1	50
7.	19HST103A	Communication Skills - I	3			3	50
		Total	17		4	19	600
	Total number of contact hours per week (Max)		21 hours				
	Number of credits can be registered		Minimum	14	Maximum		19

SEMESTER 2

Sl. No.	Code	Course Title	Theory (h/w/s)	Tutorials (h/w/s)	Practical (h/w/s)	Total Credits	Max. Marks
1.	19BMC107A	Business Law	3			3	100
2.	19BMC108A	Macroeconomics	3			3	100
3.	19BMC109A	Organisational Behaviour	3			3	100
4.	19BMC110A	Business Taxation	2		2	3	100
5.	19BMC111A	Business Mathematics - II	2		2	3	100
6.	19BML112A	Computer Applications - II			2	1	50
7.	19HST104A	Communication Skills – II	3			3	50
		Total	16		6	19	600
	Total number of contact hours per week (Max)		22 hours				
	Number of credits can be registered		Minimum	14	Maximum		19

SEMESTER 3

Sl. No.	Code	Course Title	Theory (h/w/s)	Tutorials (h/w/s)	Practical (h/w/s)	Total Credits	Max. Marks
1.	19BMC201A	Human Resource Management	3			3	100
2.	19BMC202A	International Business	3			3	100
3.	19BMC203A	Consumer Behaviour and Industrial Marketing	3			3	100
4.	19BMC204A	Business Analytics and Quantitative methods	2		2	3	100
5.	19BMC205A	Banking, Financial Institutions and Insurance Services	3			3	100
6.	19BMC206A	Company Law and Corporate Governance	3			3	100
		Total	**17**		**2**	**18**	**600**
		Total number of contact hours per week (Max)	**19 hours**				
		Number of credits can be registered	**Minimum**	13	**Maximum**		18

SEMESTER 4

Sl. No.	Code	Course Title	Theory (h/w/s)	Tutorials (h/w/s)	Practical (h/w/s)	Total Credits	Max. Marks
1.	19BMC207A	Services Marketing	3			3	100
2.	19BMC208A	Operations Management	3			3	100
3.	19BMC209A	Management Information Systems (MIS)	2		2	3	100
4.	19BMC210A	Managerial Accounting	2		2	3	100
5.	19BMC211B	Entrepreneurship Development	3			3	100
6.	19BMC212A	Principles of Strategic Management	3			3	100
7.	19HST101A	Elements of Social Science and Ethics	2			2	50
		Total	**18**		**4**	**20**	**650**
		Total number of contact hours per week (Max)	**22 hours**				
		Number of credits can be registered	**Minimum**	15	**Maximum**		20

Sl. No.	Code	Course Title	Theory (h/w/s)	Tutorials (h/w/s)	Practical (h/w/s)	Total Credits	Max. Marks
1.	19BMC301A	Business Research	3			3	100
2.	19OEE31XA	Open Elective – 1	3			3	100
3.	19BML302A	Internship			8	4	100
4.	19BML303A	MOOC/ Certification Program			4	2	50
5.	19BMC304A	Logistics and Supply Chain Management	3			3	100
6.	19BTN201A	Environmental Studies	2			2	50
Financial Management							
7.	19BMC311A	Security Analysis and Portfolio Management	3			3	100
8.	19BMC312A	Financial Risk Management	3			3	100
Marketing Management							
9.	19BMC321A	Sales Management	3			3	100
10.	19BMC322A	Advertising and Brand Management	3			3	100
Human Resource Management							
11.	19BMC331A	Industrial Relations	3			3	100
12.	19BMC332A	Organisational Development and Change Management	3			3	100
		Total (Max)	**17**		**12**	**23**	**700**
	Total number of contact hours per week (Max)		**17 hours**				
	Number of credits can be registered		**Minimum**	**18**	**Maximum**		**23**

SEMESTER 6

Sl. No.	Code	Course Title	Theory (h/w/s)	Tutorials (h/w/s)	Practical (h/w/s)	Total Credits	Max. Marks
1.	19OEE32XA	Open Elective – 2	3			3	100
2.	19BMP310A	Project Work			20	10	100
3.	19HST201A	Constitution, Human Rights and Law	2			2	50
Financial Management							
4.	19BMC313A	Financial Management and project appraisal	3			3	100
5.	19BMC314A	Financial statement analysis	2		2	3	100
Marketing Management							
6.	19BMC323A	Digital Marketing	2		2	3	100
7.	19BMC324A	Retail Marketing	2			3	100
Human Resource Management							
8.	19BMC333A	Labour Legislations	3			3	100
9.	19BMC334A	Human Resource Planning and Development	3			3	100
		Total (Max)	10		20/20/24	21	450 (Max)
	Total number of contact hours per week (Max)		36 hours				
	Number of credits can be registered		Minimum	16	Maximum		21

21. Open Elective Courses:

A number of electives from faculty of engineering, management and commerce, art and design, hospitality management and catering technology, pharmacy, dental sciences will be announced one semester prior to the scheduled semester.

22. Programme Delivery

As per Time Table

23. Teaching and Learning Methods

The module delivery comprises of a combination of few or all of the following:

1. Face to face lectures using audio-visuals
2. Workshops-group discussions, debates, presentations
3. Demonstrations
4. Guest lectures
5. Laboratory-work/Field work/Workshop
6. Industry visit
7. Seminars
8. Group Exercises
9. Project Work
10. Project Exhibitions
11. Technical Events

24. Assessment and Grading

1. Every course will be assessed for 100/50 Marks
2. The weightage of marks for components are:

   i)   Course without Laboratory
        Theory (Core Course)   :100 Marks (60 for CE and 40 for SEE)
        Theory (Non-core Course)   : 50 Marks (30 for CE and 20 for SEE)

   ii) Course with Laboratory
        Theory   :70 Marks (40 for CE and 30 for SEE)
        Lab   :30 Marks (CE)

   iii) Laboratory (only)   : 50 Marks (CE)

3. A minimum of overall 40% is required for a pass in the courses and attendance in SEE component is compulsory
4. The total marks for each course is given in the programme structure - section 20
5. Other flexibilities (exceptions) as per the programme regulations

25. Attendance

A minimum of 80% attendance compulsory to appear for semester end examinations. Any condoning is as per the programme regulations.

26. Award of Class

As per the Academic Regulations for B.B.A. Programme

27. Student Support for Learning

Students are given the following support:

1. Course notes
2. Reference books in the library
3. Magazines and Journals
4. Internet facility
5. Computing facility
6. Laboratory facility
7. Workshop facility
8. Staff support
9. Lounges for discussions
10. Any other support that enhances their learning

28. Quality Control Measures

Following are the Quality Control Measures:

1. Review of course notes
2. Review of question papers and assignment questions
3. Student Feedback
4. Moderation of assessed work
5. Opportunities for the students to see their assessed work
6. Review by external examiners and external examiners reports
7. Staff Student Consultative Committee meetings
8. Student exit feedback
9. Subject Assessment Board (SAB)
10. Programme Assessment Board (PAB)

29. Curriculum Map

Course Code	Knowledge and Understanding				Cognitive (Thinking) Skills (Critical, Analytical, Problem Solving, Innovation)				Practical skills			
	KU1	KU2	KU3	KU4	CS1	CS2	CS3	CS4	PS1	PS2	PS3	PS4
19BMC101A	X											
19BMC102A		X										
19BMC103A	X											
19BMC104A		X										
19BMC105A								X	X			
19BML108A	X			X								
19HST103A		X										
19BMC110A								X	X			
19BMC111A					X							
19BMC112A			X									
19BMC113A					X							
19BMC114A		X										X
19BML117A		X				X						
19HST104A								X	X			
19BMC201A					X							X
19BMC202A		X										
19BMC203A												X
19BMC204A							X					X
19BMC205A								X	X			
19BMC206A					X							X
19BMC208A						X						
19BMC209A							X					
19BMC210A		X						X	X			X
19BMC211A	X			X								
19BMC212A			X			X						
19BMC213A	X											
19HST101B					X	X						
19AMC301B		X				X						
19OEE31XA	X	X	X	X	X	X	X	X	X	X	X	X
19BML302A	X	X	X	X	X	X	X	X	X	X	X	X
19BML303A	X	X	X	X	X	X	X	X	X	X	X	X
19BMC304A							X					
19BTN201A		X										
19BMC311A								X				

19BMC312A								X				
19BMC321A		X				X						
19BMC322A		X				X						
19BMC331A				X								
19BMC332A		X										
19OEE32XA	X	X	X	X	X	X	X	X	X	X	X	X
19BMP310A	X	X	X	X	X	X	X	X	X	X	X	X
19HST201A		X										
19BMC313A		X										
19BMC314A								X	X			
19BMC323A	X	X					X			X		
19BMC324A		X							X			
19BMC333A		X		X								
19BMC334A		X			X							

30. Capability / Transferable Skills Map

Course Code	Group Work	Self Learning	Written Communication	Oral Communication	Presenation	Behavioral	Information Management	Personal Management	Leadership
19BMC101A		X	X	X	X	X			
19BMC102A		X	X	X	X		X		
19BMC103A		X	X	X	X				
19BMC104A	X	X	X	X	X	X	X	X	X
19BMC105A		X	X	X	X		X		
19BML108A		X	X	X	X				
19HST103A	X	X	X	X	X	X	X		
19BMC110A		X	X	X	X		X		
19BMC111A		X	X	X	X				
19BMC112A	X	X	X	X	X	X		X	X
19BMC113B		X	X	X	X		X		
19BMC114A	X	X	X		X		X		
19BML117A	X	X	X	X	X	X	X		
19HST104A		X	X	X	X		X		
19BMC201A		X	X	X	X				
19BMC202A		X	X	X	X		X		
19BMC203A	X	X	X		X		X		
19BMC204A	X	X	X		X		X		
19BMC205A		X	X	X	X		X		
19BMC206A		X	X	X	X				
19BMC208A	X	X	X	X	X		X		
19BMC209A		X	X	X	X		X		
19BMC210A		X	X	X	X		X		
19BMC211A		X	X	X	X				
19BMC212A	X	X	X	X	X	X	X	X	X
19BMC213A	X	X	X	X	X	X	X	X	X
19HST101A	X	X	X	X	X	X	X	X	
19BMC301A	X	X	X	X	X	X	X	X	X

	GK	SL	WC	OC	P	B	IM	PM	L
s	X	X	X	X	X	X	X	X	X
19BML302A	X	X	X	X	X	X	X	X	X
19BML303A		X	X	X	X	X	X	X	X
19BMC304A	X	X	X	X	X	X	X		
19BTN201A	X	X	X	X	X	X	X		
19BMC311A	X	X	X	X	X	X	X	X	
19BMC312A	X	X	X	X	X	X	X	X	X
19BMC321A		X	X	X	X			X	
19BMC322A	X	X	X	X	X	X	X	X	X
19BMC331A	X	X	X	X	X	X	X	X	X
19BMC332A		X	X	X	X			X	
19OEE32XA	X	X	X	X	X	X	X	X	X
19BMP310A		X	X	X	X			X	
19HST201A		X	X	X	X				
19BMC313A		X	X	X	X			X	
19BMC314A	X	X	X			X		X	
19BMC323A		X	X	X	X			X	
19BMC324A		X	X	X	X				
19BMC333A		X	X	X	X				
19BMC334A		X	X	X	X			X	

GK: Group Work; SL: Self Learning; WC: Written Communication; OC: Oral Communication P: Presentation; B: Behavioural; IM: Information Management; PM: Personal Management L: Leadership

31. Co-curricular Activities

Students are encouraged to take part in co-curricular activities like seminars, conferences, symposium, paper writing, attending industry exhibitions, project competitions and related activities to enhance their knowledge and network.

32. Cultural and Literary Activities

To remind and ignite the creative endeavours annual cultural festivals held and the students are made to plan and organize the activities.

33. Sports and Athletics

Students are encouraged to develop a habit of taking part in outdoor and indoor games on regular basis.

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