

# Bachelor of Business Administration (B.B.A.)



From the Co-ordinator's desk

India is the fastest growing economy of the world. It has a potential to offer opportunities to the young people in the fields of industry and business management. One can for see a lot opportunity for bright careers and future option in the field of business management. Service sector is continuously expanding. Retail sector, despite of enormous competition is opening up new areas with manifold opportunities like banking, insurance, tourism, real estate etc. These sectors are becoming more and more attractive for business orientations. "Make in India" has given a further boost to the favourable environment for the development of industry and business that has opened new vistas for the management education.

The Department of management studies was set up under the aegis of Higher Education Institute Society (HEIS) in the year 2010 with a vision to attain academic and professional excellence in the field of Business Management. BBA is a three year degree course which integrates knowledge with professional skills from the industry and management fields. It orients and enables the students to make the best possible use of the academic knowledge along professional skills in the field of business management.

Our Institution is nourishing the students of BBA for availing employment as well as higher education opportunities by providing quality education. For this purpose the students of BBA are being oriented through seminars, workshops, participations and presentations apart from curriculum prescribed by the affiliated university.

During the academic session - 2018-2019, the department had organized an Industrial Visit to Mahindra and Mahindra at Jaipur and an educational tour was organized to Udaipur and Mount Abu and Jaipur for the overall development and to provide exposure of the students.

The institution is all set to fulfill the dreams of the aspirants of management education by providing the necessary inputs both academic and professional, so as to shape their future according to the demands and requirements of now-a-days environment in the field of competitive business management.

**Prof. Virender Sharma**  
Coordinator  
BBA

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Departmental Activities

## **BACHELOR OF BUSINESS ADMINISTRATION ( BBA ) (THREE YEAR DEGREE COURSE)**

The course of Bachelor of Business Administration (BBA) is being offered in the institution under self-financing scheme and regulated through the Higher Education Institute Society regd. Under Cooperative Society Act 2006. The duration of BBA degree course is three years spread over six semesters and is affiliated to Himachal Pradesh University Shimla. The basic objective to start this course in this institution is to impart quality education in management to the candidates admitted for the course which will help them to build their career in the business paradigm.

The number of seats allotted for admission to BBA 1st Semester for the academic session 2020-21 is as follows:

| S. No. | Course | Subsidized | Non-Subsidized | Total |
|--------|--------|------------|----------------|-------|
| 1.     | BBA    | 30         | 30             | 60    |

### **Eligibility for Admission**

Candidates who have passed 10+2 examination from HPSE Board / CBSE/ICSE or any other examinations considered equivalent to 10+2, by HPU with 50% marks (45 % marks for SC/ST Categories) shall be eligible as per HP University rule. 75% seats will be reserved for the candidates who have passed their 10+2 examination from HP Board. The remaining 25% seats will be filled on all India basis and other reservation rules of HP University.

### **Age Limit for Admission**

Maximum age limit for admission in BBA 1st Semester is 22 years for General Category candidates, 24 years for SC / ST Candidates and 24 years for girls' candidates as on first July of the concerned year. The Vice-Chancellor may permit the age relaxation up to maximum of three months. If any candidate wants to seek the benefit of relaxation in age he / she should produce permission of the vice chancellor of the affiliating university before the display of final list of selected candidates.

### **Basis of Admission For BBA**

The admission to BBA Degree Course will be made on the basis of merit & the merit for selection of candidates for BBA degree course will be based on:-

**1. Academic Record:-** The candidate will be awarded the marks on the basis of percentage of marks scored in the matriculation and plus two examination out of total of 10 marks for each examination. Additional weightage of 10% of the aggregate marks obtained in

10+2 examination will be given to the candidate if he/she is having Commerce/Math/Economics as one of the subjects at plus two level.

**2. Counseling:-** The merit list will be displayed, after the last date of receiving applications on the notice board of the department of management studies as per date given in the schedule. The students appearing in the merit list will be required to attend counseling failing which their application for admission will not be considered.

### **Detailed Course Outline for BBA**

The course will be a full time course under CBCS System divided into six semesters implemented w.e.f. session 2019-20. It has following objectives:-

- i. To provide adequate understanding about management education.
- ii. To prepare students to explore opportunities being created in management profession.
- iii. To train students in communication skills effectively.
- iv. To develop appropriate skills among students so as to make them competent for skill employment.
- v. To inculcate entrepreneurial skills.

**CBCS BACHELOR IN BUSINESS ADMINISTRATION (Template)-144 credits  
Three Years (6-Semesters)**

(BBA -I & II Semester effective from 2016-17 (already approved by Academic Council),  
BBIII & IV Semester effective from 2017-18 and BBA V & VI Semester effective from  
2018-19)

| <b>Semester-I</b>   |  |   |                               |                        |                       |                          |
|---------------------|--|---|-------------------------------|------------------------|-----------------------|--------------------------|
| Course Structure    |  |   | Credits                       | Marks                  |                       |                          |
| Course No.          | Semester   |   |                               | CCA                    | ESE                   | Total                    |
| 101                 | Environmental Science                                | Ability Enhancement Compulsory ( AECC)-I  | Common with B.A.I/B.Sc/B.Com. |                        |                       |                          |
| 102                 | Fundamental of Management & Organizational Behaviour | Core Course                               | 6 (L5 +T1)                    | 30 (Max.)<br>13 (Mm)   | 70(Max)<br>32(Min)    | 100 ( Max )<br>45( Min ) |
| 103                 | Statistics of Business Decisions                     | Core Course                               | 6 (L5 +T1)<br>13 (Mm)         | 30 (Max.)<br>45( Min ) | 70 (Max)              | 100 ( Max )              |
| 104                 | Entrepreneurship Development                         | Generic Elective (GE)-I                   | 6 (L4 +T2)<br>13 (Mm)         | 30 (Max.)<br>32(Min)   | 70 (Max)<br>45( Min ) | 100 ( Max )              |
| <b>Semester-II</b>  |  |   |                               |                        |                       |                          |
| 201                 | Business Communication (Language: English/ MIL)      | Ability Enhancement Compulsory ( AECC)-II | Common with B.Com. Hon's      |                        |                       |                          |
| 202                 | Managerial Economics                                 | Core Course                               | 6 (L5 +T1)                    | 30 (Max.)<br>13 (Mm)   | 70 (Max)<br>32(Min)   | 100 ( Max )<br>45( Min ) |
| 203                 | Business Accounting                                  | Core Course                               | 6 (L5 +T 1)<br>13 (Mm)        | 30 (Max.)<br>45( Min ) | 70 (Max)              | 100 ( Max )              |
| 204                 | Ethics & Corporate Social Responsibility             | Generic Elective ( GE)-II                 | 6 (L4 +T2)<br>13 (Mm)         | 30 (Max.)<br>32(Min)   | 70 (Max)<br>45( Min ) | 100 ( Max )              |
| <b>Semester-III</b> |  |   |                               |                        |                       |                          |
| Course Structure    |  |   | Credits                       | Marks                  |                       |                          |
| Course No.          | Semester -III  |   |                               | CCA                    | ESE                   | Total                    |

|     |  |                          |                       |                                 |   |   |                |
|-----|--|--------------------------|-----------------------|---------------------------------|---|---|----------------|
| 301 | Macroeconomics                                 | Core Course              | 6 (L5 +T1)            | 30 (Max.)<br>13 (Mm)            | 70 (Max)<br>32(Min)                                     | 100 ( Max )<br>45( Min )                  |                |
| 302 | Principles of Marketing                        | Core Course              | 6 (L5 +11)            | 30 (Max.)<br>13 (Mm)            | 70 (Max)<br>32(Min)                                     | 100 ( Max )<br>45( Min )                  |                |
| 303 | Management Accounting                          | Core Course              | 6 (L5 +11)            | 30 (Max.)<br>13 (Mm)            | 70 (Max)<br>32(Min)                                     | 100 ( Max )<br>45( Min )                  |                |
| 304 | India's Diversity & Business                   | Generic Elective -III    | 6 (L4 +12)<br>13 (Mm) | 30 (Max.)<br>32(Min)            | 70 (Max)<br>45( Min )                                   | 100 ( Max )                               |                |
| 305 | Personality Development & Communication Skills | Skill Enhancement Course | 6 (L4 +P2)            | 30 (Max.)<br>13 (Mm)<br>23(Min) | <b>Theory</b><br>50(Max.)<br>9(Min.)<br><b>Internal</b> | <b>Practical</b><br>20(Max.)<br>45( Min ) | 100<br>( Max ) |

### Semester-IV

| Course Structure |                             |                             | Credits               | Marks                |                                      |  |                             |
|------------------|-----------------------------|-----------------------------|-----------------------|----------------------|--------------------------------------|--|-----------------------------|
| Course No.       | Semester -III               |                             |                       | CCA                  | ESE                                  | Total  |                             |
| 401              | Business Research Course    | Core                        | 6 (L5 +11)            | 30 Max.)<br>13 Mm)   | 70 (Max)<br>32(Min)                  | 100<br>( Max )<br>45( M in )                               |                             |
| 402              | Human Resource Management   | Core Course                 | 6 (L5 +T1)            | 30 (Max.)<br>13 (Mm) | 70 (Max)<br>32(Min)                  | 100<br>( Max )<br>45( Min )                                |                             |
| 403              | Financial Management Course | Core                        | 6 (L5 +11)            | 30 (Max.)<br>13 (Mm) | 70 (Max)<br>32(Min)                  | 100<br>( Max )<br>45( Min )                                |                             |
| 404              | Tax Planning Elective -IV   | Generic                     | 6 (L4 +T2)            | 30 (Max.)<br>13 (Mm) | 70 (Max)<br>32(Min)                  | 100<br>(Max)<br>45( M in )                                 |                             |
| 405              | IT Tools in Business        | Skill Enhancement Course-11 | 6 (L4 +P2)<br>13 (Mm) | 30 (Max.)            | <b>Theory</b><br>50(Max.)<br>23(Min) | <b>Practical</b><br>20(Max.)<br>9(Min.)<br><b>Internal</b> | 100<br>( Max )<br>45( Min ) |

### Semester-V

| Course Structure |  |                       | Credits                | Marks                  |                     |                          |
|------------------|--|-----------------------|------------------------|------------------------|---------------------|--------------------------|
| Course No.       | Semester -III                          |                       |                        | CCA                    | ESE                 | Total                    |
| 501              | Quantitative Techniques for Management | Core Course           | 6 (1-5 +T1)            | 30 (Max.)<br>13 (Mm)   | 70 (Max)<br>32(Min) | 100 ( Max )<br>45( Min ) |
| 502              | Legal Aspects of Business              | Core Course           | 6 (1-5 +11)<br>13 (Mm) | 30 (Max.)<br>45( Min ) | 70 (Max)            | 100 ( Max )              |
| 503              | (DSE-I Finance) Investment Banking &   | DSE<br>Note: Students | 6 (1-5 +11)            | 30 (Max.)<br>13 (Mm)   | 70 (Max)<br>32(Min) | 100 ( Max )<br>45( Min ) |

|  |   |  |  |  |  |  |
|--|---|--|--|--|--|--|
|  | Financial Services OR (DSE-II Marketing) Consumer Behaviour OR ( DSE-III Human Resource ) HRD: Systems & Strategies | can opt any one of the specialization in Vth Semester and the same will continue in the VIth Semester. |  |  |  |  |
|--|---|--|--|--|--|--|

|     |   |     |            |                      |                     |                          |
|-----|---|-----|------------|----------------------|---------------------|--------------------------|
| 504 | (DSE-I Finance) Investment Analysis & Portfolio Management OR (DSE-11 Marketing) Retail Management OR (DSE-111 Human Resource ) Training and Management Development | DSE | 6 (L5 +11) | 30 (Max.)<br>13 (Mm) | 70 (Max)<br>32(Min) | 100 ( Max )<br>45( Min ) |
|-----|---|-----|------------|----------------------|---------------------|--------------------------|

### Semester-VI

| Course Structure |                                  |             | Credits     | Marks                |                     |                          |
|------------------|----------------------------------|-------------|-------------|----------------------|---------------------|--------------------------|
| Course No.       | Semester -III                    |             |             | CCA                  | ESE                 | Total                    |
| 601              | Business Policy & Strategy       | Core Course | 6 (1-5 +T1) | 30 (Max.)<br>13 (Mm) | 70 (Max)<br>32(Min) | 100 ( Max )<br>45( Min ) |
| 602              | Financial Institutions & Markets | Core Course | 6 (1-5 +T1) | 30 (Max.)<br>13 (Mm) | 70 (Max)<br>32(Min) | 100 ( Max )<br>45( Min ) |
| 603              | (DSE-1 Finance)                  | DSE         | 6 (L5 +T1)  | 30 (Max.)            | 70 (Max)            | 100 ( Max )              |

|     |  |     |         |         |         |  |
|-----|--|-----|---------|---------|---------|--|
|     | Project Appraisal & Analysis<br>OR<br>(DSE-11 Marketing )<br>Distribution & Supply Chain<br>Management OR<br>(DSE-111 Human Resource)<br>Performance & Compensation Management |     | 13 (Mm) | 32(Min) | 45(Min) |  |
| 604 | (DSE-1 Finance) Project Report OR (DSE-II Marketing) Project Report OR (DSE-III Human Resource) Project Report   | DSE | 6       |         |         | 100 ( Max )<br><br>45(Min)<br>( External Evaluation) |

### Continuous Comprehensive Assessment (CCA) Pattern:-

Distribution of marks for CCA in each course in each Semester and instructions for conducting Minor Test and Evaluation of Tutorial! Home Assignments! Seminars/quiz etc is as follows.

#### Distribution of marks for CCA in each course in each semester

| Minor Test (Minor) | Class Test/Tutorials/Assignment /Seminar/Marks Presentation | Attendance | Total |
|--------------------|---|------------|-------|
| 15                 | 10  | 5          | 30    |

### Scheme of Examination

**A) University Examinations:** The BBA degree course will be spread over in 6 semesters during three years. The final semester exam will be conducted as per the schedule of H.P.U.

**B) House Examination:** MTT House examination for the students of BBA will be conducted in each semester and unit exam will be conducted once in a semester and performance report of candidates in House Examination and unit examination will be communicated to the parents of the candidates and it can be accessed on the college website at [www.gcbilaspur.in](http://www.gcbilaspur.in) also.

### Course Fees (in Rupees)

| For Subsidized Seats |                  | For Non-Subsidized Seats |                   |
|----------------------|------------------|--------------------------|-------------------|
| I, III, V Semester   | 4500 (Each Sem.) | II, IV, VI Semester      | 10000 (Each Sem.) |

- ⊛ The course fee is subject to change as per HPU and H.P. Govt. Directions. The fee once deposited cannot be refunded.

- ❖ Rs. 300/- (Rs. Three Hundred Only) will be charged toward PTA fund in addition to course fee.
- ❖ All the students will have to deposit Rs. 1000/- (Rs. One Thousand only) refundable library security in BBA first semester.
- ❖ University development fund for Subsidized seats Rs. 250/-; for Non-Subsidized seats Rs/500/-; for IRDP/BPL Students Rs. 100/- & Youth Red Cross membership fee Rs. 40 will be charged extra.
- ❖ Internet fees Rs.120/- per year will be charged.

### **Fine (in Rupees)**

1. Absence fine per period Rs. 5.00
2. Full day absent Rs. 20.00
3. Absence fine-unit test (per paper) Rs. 10.00
4. Absence fine House Examination (per paper) Rs. 100.00
5. Late Return of library book Rs. 1.00 per day

**Note : Additional fine will be charged for misbehaviour and undiscipline.**

### **Dress Code For BBA Students**

The BBA Advisory Board has passed a dress code for the students of BBA. The dress code will be observed for five days in a week i.e. Monday to Friday. The students can come to college on Saturday in colorful dresses. The prescribed dress is as follows:-

| <b>S. No.</b> | <b>Items</b> | <b>Colour</b>       |
|---------------|--------------|---------------------|
| 1.            | Shirt        | White               |
| 2.            | Pant         | Black               |
| 3.            | Blazer       | Black               |
| 4.            | Tie          | Blue with white dot |
| 5.            | Sweater      | Grey                |
| 6.            | Socks        | Blue                |
| 7.            | Shoes        | Black               |

**Note: The dress code to the students of BBA is mandatory.**

### **Faculty Profile**

#### **A. Administrative Faculty**

|                       |                           |
|-----------------------|---------------------------|
| Prof. Ram Krishan     | Chairperson ( HEIS )      |
| Prof. Sita Ram        | Member Secretary ( HEIS ) |
| Prof. Virender Sharma | Coordinator               |

#### **B. Academic Faculty**

|                  |                     |
|------------------|---------------------|
| Dr. Rakesh Kumar | Assistant Professor |
| Mr. Rajeev Kumar | Assistant Professor |
| Mrs. Richa       | Assistant Professor |

#### **C. Other Staff:**



Mrs. Poonam Kumari

Office Assistant

Mr. Anil Kumar

Peon

## **Online Submission of Application Form**

**Last date for submission of application online form (BBA) 31 July 2020**

### **DOCUMENTS REQUIRED FOR ONLINE ADMISSION**

1. All students willing to take admission in 1st year need to click on the link apply.Now for the registration, up to 31st July 2020.
2. After registration students will receive login Id and password, using which they need to login for the admission and submit the desired details and documents in application.
3. Scanned copies of all Board certificates from matric onwards.
4. Scanned copy of character certificate from the head of institution last attended.
5. A valid Own/Family member mobile number/Email account. All communication will be sent through SMS and Email.
6. Recent passport size photograph scanned in 140 x 180 pixel resolution and less than 200 KB in size.
7. Students with a gap of one year or more must have to accept declaration along with affidavit.
8. The candidates from other Boards/University, must submit:
  - a. Eligibility certificate from H.P. Board/University showing equivalence.
  - b. Migration Certificate.
10. SC/ST scanned certificate for those seeking relaxation or weightage.
- 11.The candidates belong to IRDP, NCC, NSS, Sports, Cultural Quota those Seeking relaxation or weightage must upload scanned copy of certificate.

1. THE CANDIDATES FINALLY SELECTED FOR BBA DEGREE COURSE ARE TO ABIDE BY ALL RULES, GUIDELINES AND DIRECTIONS AS CONTAINED IN THE PROSPECTUS OF THE GOVT. P.G. COLLEGE BILASPUR (HP) - 174001 FOR THE ACADEMIC SESSION 2020-21

2. THE COURSE FEE ONCE DEPOSITED WILL NOT BE REFUNDED IN ANY CASE.

**For further quarry please contact Prof. Virender Sharma, Coordinator BBA, Mob.No. 94181-65249, Prof. Rakesh Kumar, 94187-98150, Prof. Rajeev Kumar, 70180-17793**

**Prof. Ram Krishan**

Principal/Director BBA, Govt. P.G.  
College Bilaspur (HP) – 174001