



**DIBRUGARH UNIVERSITY REGULATIONS  
FOR THE  
THREE YEAR BACHELOR OF BUSINESS ADMINISTRATION (BBA)  
PROGRAMME IN THE SEMESTER SYSTEM, 2008**

*[As approved by the Board of Studies in Business Administration in its meeting held on June 21, 2008 and amended by the Under Graduate Board in its meeting held on June 30, 2008. Approved by the Vice Chancellor, Dibrugarh University under report to the Academic Council.]*

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**1. Introduction:**

- (i) There shall be a programme of study for the Degree of Bachelor of Business Administration (BBA) which shall be of three year's duration. It shall consist of six semesters of six months duration each. The Maximum duration of the BBA Programme shall be five years.
- (ii) These Regulations shall be called the Dibrugarh University Regulations for the Three Year Bachelor of Business Administration (BBA) Programme in the Semester System, 2008.
- (iii) Definitions:
  - (a) *Head of the Centre/Institute/College:* The term "Head of the Institute/College/Centre" is used to mean the Director of Centre for Management Studies, Dibrugarh University or the Principal/Director/Registrar of a College /Institute affiliated to Dibrugarh University permitted to run the BBA Programme.
  - (b) *Semester:* The word "semester" is used to mean a half-yearly term of studies.
  - (c) *Internal Assessment:* The word "Internal Assessment" is used to mean the continuous internal evaluation within a half-yearly term of study.
  - (d) *End-semester:* The word "end-semester" is used to refer to the terminal process of examinations and evaluation at the end of but within the half-yearly term of studies.
- (iv) These Regulations shall be effective from the Academic Session 2008-2009.
- (v) The Regulation shall be applicable to the students enrolled for the BBA Programme of Dibrugarh University including those of the affiliated colleges/institutes.

**2. Eligibility:**

A student who has passed the Higher Secondary Examination (10 + 2) in Arts, Science or Commerce of the Assam Higher Secondary Education Council (AHSEC) or an equivalent examination (10 + 2) recognized as such by Dibrugarh University (DU) with at least 50 per cent marks (45 per cent for SC/ST) in aggregate, will be eligible to apply for admission into the First Semester BBA Programme.

### 3. Admission:

- (i) Candidates would be selected through a two-stage process for admission into the BBA Programme. The scheme of admission test will be as follows:

Written Test to be called Common Admission Test (CAT) – will be objective in nature consisting of General Awareness, Test of Reasoning, Numerical Ability and English Language.	200 marks
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- (ii) The candidates who qualify in CAT will be called for a personal interview to the concerned centre/institute and colleges and final selection will be made on the following basis:

	Marks	Weightage
Qualifying Examination (10 + 2 or equivalent)	---	25%
Written Test (CAT)	200	50%
Personal Interview	50	25%

- (iii) For the Qualifying Examination, candidates would get weightage only for scores above 50% and above. This means a candidate who scores 50% and less will get *zero* out of a weightage of 25% for the final selection.
- (iv) Newspaper Notification for the BBA CAT Examination will be issued by the Competent Authority at least five weeks in advance. The BBA CAT will be held in the early part of June every year.

### 4. Programme Structure:

- (i) The BBA Programme will have 24 courses spread over six semesters as tabulated below:

<b>Semester 1</b>	<b>Semester 2</b>
10100: Introduction to Business	20100: Quantitative Techniques - I
10200: Principles of Management	20200: Organization Behaviour
10300: Business Economics	20300: Business Communication
10400: Financial Accounting	20400: Business and Society

<b>Semester 3</b>	<b>Semester 4</b>
30100: Quantitative Techniques - II	40100: Information Systems in Business
30200: Business Law	40200: Personality Development
30300: Computer Applications	40300: Environmental Studies
30400: Marketing Management	40400: Human Resource Management

<b>Semester 5</b>	<b>Semester 6</b>
50100: Business Ethics	60100: Project Study
50200: Production Management	602X0: Specialization -I
50300: Cost and Management Accounting	603X0: Specialization -II
50400: Entrepreneurship Development	604X0: Specialization -III

- (ii) Specialization Courses:

A student of the BBA Programme shall have to opt for any one of the specialization streams consisting of three courses of 100 marks each. The Project Study would be in the area of Specialization the student opts for. The students will be attached to an industry/organization for at least 15 days for the project work. The following six specialization streams along with the corresponding courses will be available to be opted for:

<b>Marketing Management</b>	<b>Human Resource Management</b>
60210: Retailing	60220: Personnel Management
60310: Understanding the Customer	60320: Human Resource Development
60410: Sales Management	60420: Industrial Relations

<b>Management of Insurance Business</b>	<b>Financial Management</b>
60230: Fundamentals of Insurance	60240: Business Finance
60330: General Insurance	60340: Taxation
60430: Life Insurance	60440: Indian Financial System

<b>Hospital &amp; Healthcare Management</b>	<b>Tourism &amp; Travel Management</b>
60250: Hospital Management – Concepts & Development	60260: Tourism Business
60350: Functional Areas of Hospital Management	60360: Tourism Marketing
60450: Hospital Support Services	60460: Travel Agency & Emerging Concepts for Tourism Development

## 5. Academic Schedule:

First Semester Admission : Later part of June / early July every year  
 Subsequent Admissions : Within three weeks of declaration of previous semester results

### Classes

First, Third & Fifth Semester : August to December  
 (Including examinations)  
 Sessional Exam I : End of September  
 Sessional Exam II : Mid November  
 End Semester Exam : Early part of December  
 Announcement of Results : Month of January in the subsequent year

Second, Fourth and Sixth Semester : February to June  
 (Including examinations)

Sessional Exam I : End of March  
 Sessional Exam II : Mid May  
 End Semester Exam : Early June  
 Announcement of Results : July

## 6. Examinations:

- a) There shall be one End Semester examination at the end of each semester to be conducted by the University at such dates and time as may be fixed by the University.
- b) A student needs to attend at least 80% of all classes for each course separately for appearing in the end semester examination, provided that a student, who secures less than 80% but more than 70 % shall also be allowed to appear in the examination as a non-collegiate candidate on payment of a fee prescribed by the University from time to time.
- c) (i) Each course shall be of 100 marks of which, End Semester examination shall be for 75 marks and 25 marks for Internal Assessment, *except course 60100 (Project Study) which will be evaluated internally for the full 100 marks.* End Semester examinations for each course shall be of three hours duration.  
 (ii) Internal Assessment shall generally be done through 2 sessional examinations which will have a weight-age of 10 marks (5 + 5); Home Assignments with a weight-age of 5 marks, Presentations and Seminars with a weight-age of 5 marks and Class Attendance also with a weight-age of 5 marks. This distribution may be different for some courses where it will be specifically mentioned in the syllabus. The procedure for Internal Assessment shall be as per Annexure I.

- d) The pass marks for the BBA semester examinations shall be 40% in each course, to be obtained separately in the Internal Assessment and End Semester examinations and 45% in the aggregate for the entire semester.
- e) A student who does not obtain the requisite marks in the Internal Assessment shall not be eligible to appear in the End Semester examination. Such candidates shall have to take a fresh admission in the semester concerned in the following session.
- f) Sections 6(c), 6(d) and 6(e) will not be applicable in case of Course 40300 (Environmental Studies). This course will be held as per the Regulations as stated in Annexure II of these Regulations.
- g) A student shall be declared to have passed the BBA semester examinations provided he/she has passed in all the courses separately.
- h) A student who has not cleared an End Semester examination is eligible to appear in a special Compartmental Examination to be conducted not later than 45 days from the date of declaration of the end semester results. Sections 6 (e) and 6 (g) shall be made applicable to determine whether a student has passed the compartmental examination in the said course and the semester as a whole. Appearing in the Compartmental Examination will be considered as a chance as mentioned in sections 6(i) and 6(j).
- i) A student shall be entitled to a maximum of fourteen (14) chances to clear all the six semesters of the BBA Programme. A student shall be entitled to clear a particular End Semester examination in two chances; provided that a student may avail a special chance (third and final chance) in any two End Semester examinations.
- j) Not appearing in a regular End Semester/ Compartmental Examination by a candidate after obtaining eligibility to appear in the same amounts to losing a chance.
- k) A student who has duly passed all the six semesters shall qualify for the Degree of Bachelor of Business Administration (BBA) of Dibrugarh University. A student shall be declared to have passed in the **First Division** if he/she secures 60% or more marks in the aggregate; in the **Second Division** if he/she secures 50% or more marks but less than 60% in the aggregate. A student who passes securing less than 50% marks in the aggregate shall be declared **Simple pass**. A minimum of 45% marks in aggregate shall be required to pass the BBA examination.

## **7. Student Progression:**

A candidate who fails or does not appear in one or more courses of any End Semester examination upto 5<sup>th</sup> semester will be provisionally promoted to the next higher semester with the failed course(s) as carry over course(s). Such candidate will be eligible to appear in the carry-over course(s) in the next compartmental/ regular End Semester examinations of those course(s). However, the following restrictions will be applicable.

- (i) A candidate shall not be allowed to get admitted into the 5<sup>th</sup> semester unless he/she clears all the course(s) of 1<sup>st</sup> and 2<sup>nd</sup> semester.
- (ii) A candidate shall be allowed maximum five years to complete the BBA course.

## **8. Norms for conducting BBA Programme in an Affiliated College or Institute**

The norms for Library Facility, Faculty Requirements are for a *unit comprising of 50 students* only.

### **a) Society Registration**

The applicant institution must be either a college affiliated to Dibrugarh University or must be owned and run by a Society/Trust/Company, lawfully registered. Applicant institutions will be rejected outright on the basis of application itself, in the absence of proof of their being an affiliated college or Society/Trust/Company of the said variety.

**b) Application Procedure**

The college/institute must apply for permission to run the BBA Programme as per rules and regulations of the University in the prescribed form

Colleges/institutes offering Degree or Diploma Programmes of any other University/Institute similar to the BBA Programme of Dibrugarh University will not be permitted to run this programme.

Institutes having multiple branches or locations should file application forms for each branch separately. The infrastructure requirements at each of the branches will be considered separately for assessing its suitability for grant of registration.

The University will not permit its Affiliated Colleges/Institutes to do franchising or sub-letting its BBA Programme to other colleges/institutes.

The application must be supported by authentic information and attested copies of legal documents. The University may ask for verification of these documents with the original ones.

**c) Library Facility**

The college/institute must have a library with at least 1000 books pertaining to the BBA Programme and a subscription to at least 10 journals/periodicals covering the areas of Management included in the BBA Programme.

**d) Faculty Requirements**

The college/institute must have sufficient number of competent faculty members with requisite qualification of MBA, M.Com and MFC. During the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> years; 2, 4 and 6 faculty members respectively must be employed. Out of these faculty members, at least *half* should be MBAs. At all times, *at most* 50% faculty members may be part time. It should be ensured that the part time faculty members together take up a workload equivalent to that of full time faculty members. Before introducing any specialization, it must be ensured that there are sufficient faculty members with the requisite qualification to handle the specialization course. Prior approval must be sought from the University authorities before introducing any specialization.

The faculty members shall be appointed by the colleges/institutes as per the norms prescribed by the University.

**e) Fee Payable by Students**

The students admitted to the BBA Programme will be required to pay the fee according to the University rules. Receiving payments, in addition to this fee, on any ground like donation, building fund, library fund, etc. is strictly prohibited. Violation of this stipulation will attract disciplinary action. Collection of money on any account, beyond the above maximum permissible limits without the prior permission of the University, will be treated as violation of the prescribed norms. The fees charged by the University to run the BBA Programme in the University Campus will be treated as the *maximum* permissible limit.

In case the college/institute wishes to enhance it beyond the maximum prescribed, it will have to obtain prior permission of the University, adducing cogent grounds for the same. Reduction of fee though permitted; however will not be construed to mean relaxation of any of the prescribed norms of teaching.

The entire fee collected from the students shall have to be duly accounted for by the college/institution in its book of accounts.

**f) Admissions**

The university will issue a common admission advertisement and conduct a Common Admission Test (CAT) for the benefit of the colleges/institutes, *if necessary* on a cost

sharing basis. The remaining stages of the admission process are the responsibility of the concerned college/institute.

It will be the responsibility of the concerned college/institute to properly verify the eligibility of the applicants for admission. If it is found later on that the college/institute has admitted some students who were not actually eligible for the BBA programme, they will not be permitted to take the university examinations and even if they have appeared at the examination, their results will be cancelled by the university. The institute must therefore properly assess the eligibility the candidates before admitting them.

- g) Registration Number:** Once the candidate is registered in the University, he/she will be allotted Registration Number for the entire duration of the Programme. Registration Number of one student cannot be transferred to another student.
  - h) Reservation Rules:** The Reservation Rules of the State Govt., in whose jurisdiction the college/institute is located, shall apply.
  - i)** The list of all the students who are admitted in the BBA Programme will have to be sent by the college/institute to the University within one month of the completion of the admission process.
- 9.** For any matter not covered under these Regulations, the existing University Rules, Ordinances and the Dibrugarh University Act, 1965 (as amended) shall be applicable.

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## **Annexure I**

### **GUIDELINES FOR INTERNAL ASSESSMENT**

1. Internal assessment shall be generally done through 2 sessional examinations which will have a weight-age of 10 marks (5 + 5); Home Assignments with a weight-age of 5 marks, Presentations & Seminars with a weight-age of 5 marks and Class Attendance also with a weight-age of 5 marks. This distribution may be different for some courses where it will be specifically mentioned along with the course syllabus.
2. The sessional examination shall be of one hour duration and shall be conducted by the concerned teacher(s) of the course. The setting of question paper, invigilation duty, evaluation of answer scripts for each paper shall be done by the concerned teacher(s) as a part of his/her/their normal duty. The teacher concerned shall fix the date of the sessional examination in each course following the guidelines given in this annexure. The students shall write the answers in proper University/college/institute answer books.
3. After evaluation, the answer scripts shall be shown to the students and corrections should be made if necessary. After this the answer scripts shall be collected and kept for record for a minimum of one year. The entire process of evaluation of a sessional examination should not take more than three weeks from the date of examination.
4. There shall be no provision for “repeat”/“betterment” in the sessional examination. If a student misses any sessional examination for unavoidable reasons, then the concerned teacher(s) may allow the student a separate examination with the approval of the Head of the department/centre/college/institute.
5. If more than one teacher teaches a course, then the concerned teachers shall cooperate in conducting the internal evaluation. Each sessional examination for a particular course shall be of one-hour duration even if it is taught by more than one teacher.
6. At the end of the semester (at least one month before the end semester examinations begin), the concerned teacher(s) shall submit the Internal Assessment marks in proper format along with the answer scripts to the Head of the departments/centres/ colleges/ institute. The Head of the departments/centres/ colleges/ institute will take necessary steps to scrutinize and tabulate the marks against the Roll No of the university examination in the prescribed format and send them to the Controller of Examinations along with 10% of the answer scripts as early as possible.
7. The departments/centres/ colleges/ institute may also be required to submit to the university without fail all the answer scripts of the sessional examination if and when called for.
8. Home assignments may be given to the students at any time during the semester. The candidates shall answer the assignment within the time stipulated by the teacher of the course concerned.
9. A student who attends more than 80% but less than 85% of the total classes in a course shall be awarded marks for attendance in the following manner:

80 to 84%	= 1
84 to 88%	= 2
88 to 92%	= 3
92 to 96%	= 4
96 to 100%	= 5
10. Any difficulty which may arise in the course of operation of these guidelines relating to Internal Assessment shall be removed by the Examination Committee of the Dibrugarh University.

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## **ANNEXURE II**

### **RULES FOR CONDUCT OF THE EXAMINATION ON THE COURSE 'ENVIRONMENTAL STUDIES'**

1. There shall be a compulsory course on Environmental Studies to be offered by the students in the first semester of the programme and the examination for the same shall be held along with the Part II examinations of the B.A./B.Sc./B.Com Three Year Degree Course of Dibrugarh University.
2. The total marks for the course shall be 100 and the lectures and marks for the units in the paper shall be as per the syllabus approved by the university.
3. A student must secure 30% marks in order to pass the course.
4. A student who fails in the course shall be entitled to two additional chances only to clear the course in any of the consecutive examinations.
5. A student who does not pass in the course on environmental studies shall not be awarded the BBA degree.
6. Successful candidates shall be awarded the grades according to the marks secured as below:
  - A - 80-100 marks
  - B - 60-79 marks
  - C - 45-59 marks
  - D - 30-44 marks
  - F - Failed

The marks secured by the students in the course shall not be added to the grand total of the Pass Course marks.

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