Bachelor of Business Administration
[Online Mode]

Student Handbook

Table of Content

Acronym:

ACCA, UK	Association of Chartered Certified Accountants
AI Society, UK	Artificial Intelligence Society
BCS, UK	British Computer Society
CA-Ind	Chartered Accountancy Course of The Institute of Chartered Accountants of India
CDMP, DMI	Certified Digital Marketing Professional from Digital Marketing Institute
CFA	Chartered Financial Analyst
CIM, UK	Chartered Institute of Marketing
CIMA, UK	Chartered Institute of Management Accountants
CIPS, UK	Chartered Institute of Procurement and Supply
CMA, US	Certified Management Accountant
CMA-Ind	Cost and Management Accountancy Course of The Institute of Cost Accountants of India
CPA, US	Certified Public Accountant
CS-Ind	Company Secretary course of The Institute of Company Secretaries of India
IFM, UK	Institute of Financial Markets
IIBF, India	Indian Institute of Banking and Finance
IoA, UK	Institute of Analytics
RICS, UK	Royal Institution of Chartered Surveyors
SHRM	Society for Human Resource Management

1. About the Program

This is a three-year Bachelor Level Program leading to the grant of Bachelor of Business Administration (BBA) Degree from Jain (Deemed-to-be University). This program will prepare a learner for multiple roles across a broad spectrum of industries in chosen area of Elective in Management. A manager can make a huge difference in the growth and success of a company's operations. A business management program will prepare one for specific needs of a business. A study of business and inner working of an organization will give one a foundation for a successful career in business and management. This power-packed program will give a comprehensive understanding of emerging business trends and technologies. The curriculum is designed to provide a broad overview of all essentials of business and management and at the same time provide a deep-dive into a functional area of elective – Finance, Marketing, HRM, Analytics, International Finance and many more. The project work component provides an opportunity to use learnings form the Program to solve or investigate a business problem. Along with functional and domain expertise, the program will also equip a learner with competencies and skills required to advance one's career into leadership and strategic roles.

2. Electives Offered

The following electives are offered:

Table: Choice of Elective

Sl. No.	Electives
1	Human Resource Management
2	Finance
3	Marketing
4	International Finance (Syllabus Integrated and Accredited by ACCA, UK)
5	Digital Marketing
6	Data Science and Analytics
7	Advertising and Branding
8	Strategy and Leadership
9	Engineering and Project Management
10	Event Management

* Electives offered for a batch may vary based on Industry and/or University requirements

Indication of Elective: The candidate is required to indicate his/her elective at the time of admission. Elective cannot be changed after the commencement of the Program.

3. Admission

Eligibility: Pass in the (10+2) examination from State Board / CBSE / NIOS / IGCSE / IB / ICSE recognized by the State or Central Government.
Candidates who are due to appear in the (10+2) examination are also eligible to apply.

Academic Documents: Colour scan of the below-mentioned original document is required to be uploaded on the admission portal at the time of seeking admission -
i.   Grade sheet of Class 10
ii. Grade sheet of Class 12
iii. Aadhar Card for Indian Nationals and Passport for Foreign Nationals

Scans from a photocopy or a faxed copy are not accepted. The University reserves the right to demand a hard copy of the original document as part of the process of verifying the authenticity and may revoke the admission at any time for non-fulfillment of any eligibility requirements.

Admission Intake: There will be two intakes in a year – January Cycle and July Cycle.

4. Duration and Credits

The duration of the BBA Program is 3 years divided into 6 Semesters. The concept of credit is used to define the weightage of a course in the curriculum. Each course earns 4 credits totaling to 132 program credits.

Table: Distribution of Credits

Semester	No. of Courses	Total Credits
1	6	24
2	6	24
3	5	20
4	5	20
5	5	20
6	6*	24

* Includes Research Project

Table: Type of Courses

Type of Course	No. of Courses
Core Course	8
Core Elective Course	8
Discipline Specific Elective Course	6
Generic Elective Course	4
Skill Enhancement Courses	4*
Ability Enhancement Course	2
Language	1

* Includes Research Project

A total of 3960 learning hours ensures that a student has acquired knowledge at par with the on-campus mode of delivery and learning over the three years.

5. Program Delivery

Mode of Program Delivery: Online

Pedagogy: Program delivery follows the prescribed four Quadrants approach resulting in maximum learner engagement. Each course involves 120 hours of learning (1 credit equals 30 learning hours). A combination of the following formats will be used: two-way live online audio-video lectures, pre-recorded audio-video lectures available on the Learning Management System (LMS), multimedia content, interactions through the discussion forum on the LMS, exhaustive e-content/printed material for in-depth reference, self-study activities that Includes Assignments, Quiz and Multiple Choice Questions (MCQ), Essay-type questions, Case Study etc., individual and group projects, programming exercise, dissertation, Massive Open Online Courses (MOOC) and various experiential learning methods.

Learning Management System: Our LMS platform has been designed to engage and inspire a learner by providing access to all the learning resources including texts, videos, screencasts and lecture recordings; participate in discussion forums; communicate with the faculty and the program team. A learner has the option to take-up the several quizzes and the MCQs that follow at the end of every unit of the course, track learning progress, submit assignments and much more.

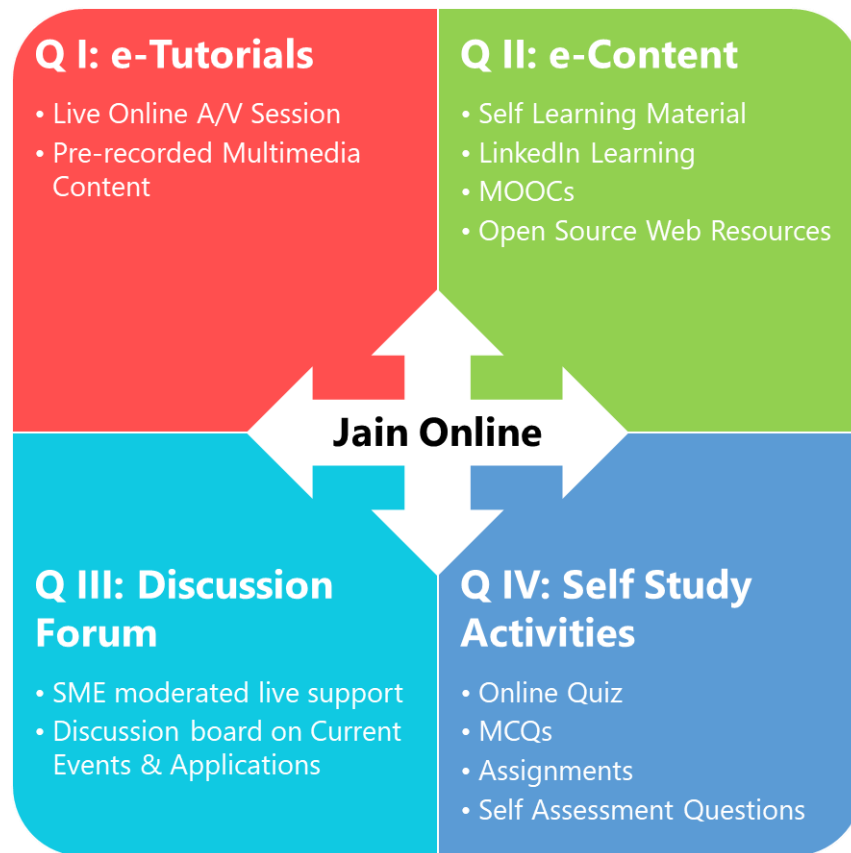| Quadrant	Weightage
I	27 %
II	20 %
III	16 %
IV	37 %

Fig: Four Quadrant Approach

Table: Distribution of Learning Hours

Self-Learning Material: A learner is provided access to an exhaustive and customized Self Learning Material (SLM) on the LMS. The SLM will also indicate sources of additional readings and resources available on the internet.

Medium of instruction: The medium of instruction and examination is English.

e-Tutorials: Two-way live interactive sessions will be scheduled on Saturday and Sunday for 10 – 12 hours over the two days.

6. **Assessment Scheme**

The performance of students will be based on Continuous Assessment (CA) and End Semester Examination (ESE) as per the weightage given in following table:

Table: Distribution of Weightage (CA: ESE)

Assessment Type	Weightage (%)
Continuous Assessment	30
End Semester Examination	70
Total	100

Assessment of performance in Research Project is based on – Online Viva Voce Examination (30%) and Final Report Evaluation (70%).

7. Criteria for Continuous Assessment

The assessment scheme is designed not only to assess the attainment of course outcomes by the learner but also to help and guide them to undertake systematic studies. The Continuous Assessment (CA) marks will be awarded based on all three Assignments. First assignment will be scheduled after completion of 25-30% syllabus, second after 45-50% syllabus and the thirdafter completion of 70-75% of the syllabus. The first, second and third assignments are mandate as far as the submission is concerned. But they are necessary for effective attainment of course outcomes intended at the end of a course. The window will be opened on LearningManagement System (LMS) for students to attempt these assignments to assess theirpreparation levels and to know how much they have progressed towards attainment of course outcomes. All the assignment is required to be undertaken and will be assessed with 30% weightage towards Continuous Assessment. All the assignment will consist of 60 Multiple Choice Questions (MCQs) of ½ mark each assessing uniformly each unit covered till then as per Teaching-Learning and Evaluation Plan (TLEP).

These MCQs will be based on application of concepts learnt (real life or hypothetical situations) and case studies and will require substantial preparation by the learners. Though

there is no minimum percentage of marks required to be scored in CA, these will be added to the aggregate score for the course and may be considered in deciding student's promotion to the next year of the programme and therefore, they are advised to work on all the three assignments with seriousness. This will also help them prepare well for the CA and the ESE based on the complete syllabus.

Each question in the CA and ESE will be carefully mapped to attainment of Course Outcomes considering the levels as per Bloom's Taxonomy.

Additional Information on Assessment:

1. Each MCQ will have four or five options of which only one of them will be correct.
2. There will be no negative marking for selecting a wrong response, hence students are advised to attempt all the questions.
3. The assignment will have to be attempted online on the Learning Management System

as per schedule notified.
   4. There will be a window of 4 hours open every day during the notified period of one week to attempt the assignments.
   5. A learner will be required to take an assignment in a single sitting of maximum 120 minutes (based on login).
   6. The assignment can be attempted only once during the schedule announced using any device.
   7. Certain Courses may have a different pattern of CA.

8. **End-Semester Examination**

   Examination mode: Online Proctored Examination

   System requirement: A desktop or laptop computer with a working webcam and microphone facility connected to a stable and non-shared internet connection for the entire duration of the examination.

   Exam Date: The University will conduct End Semester Examination (ESE) for both odd and even Semesters twice in a year. ESEs are usually conducted around the 20th Week from the commencement of the Semester. The schedule of examination may change as per guidelines issued by University Grants Commission (UGC) and/or relevant authority.

   Eligibility: There is no requirement of minimum marks to be scored in Continuous Assessment in a course in order to be eligible to appear for End Semester Examination.

   Examination fee and registration: In the first attempt, a learner has to register for all the courses of the Semester by paying the prescribed examination fee. For subsequent attempts, a learner can pay the examination fee on per course basis. The prescribed examination fee will have to be paid as per due date and is non-refundable nor will be adjusted towards subsequent examinations in case a student does not appear in examinations of any courses.

   Exam Duration: 180 Minutes, Single sitting (based on login)

   Maximum Marks: 70

   Eligibility for Pass: A learner shall be declared to have passed in a course if he/she secures minimum C Grade in that course.

   In addition,
   i)   A minimum of 40% marks in aggregate (Total of scores in Continuous Assessment and End Semester Examination) is required to secure a C Grade; and
   ii) A minimum of 25 marks should be scored separately out of 70 marks in End Semester

Examination.

Similarly, a learner shall be declared to have passed in Research Project if he/she secures;
i) A minimum of 40% marks in aggregate (Total of Viva Voce and Final Report Evaluation); and
ii) A minimum of 25 marks out of 70 marks in the Final Report Evaluation at the end of the Semester

9. Grading System

The University follows relative grading system and the grades and grade points for each course will be as given in the Table below and will be assigned based on the average marks secured by all the students, the standard deviation of marks and the highest and the lowest marks in the course.

Table: Grade and Grade Point

Grade	A+	A	B+	B	C+	C	D	F
Qualitative Description	Outstanding	Excellent	Very Good	Good	Above Average	Pass	Borderline	Fail
Grade Point	10	9	8	7	6	5	4	0
Percentage of Marks	-	-	-	-	-	Not less than 40	35–lower limit of C	< 35
Those awarded D (Borderline) will be taken up for moderation / review by the University's Moderation Board. This is a temporary grade and it will not be reflected in the final results. It will either be converted to C after moderation as per rules or it will be treated as Fail (F).								

The Semester performance of a student will be indicated as "Semester Grade Point Average (SGPA). The SGPA will be weighted average of Grade Points of all letter grades received by a student for all the Course units in the semester.

The final Grade Card will indicate Cumulative Grade Point Average (CGPA) and shall be based only on Grade Points obtained in courses for which units have been earned.

10. Question Paper Pattern

The End Semester Examination (ESE) for 70 marks will have the following pattern[*] –

Section – A: 50 Marks
(A learner is advised to assign 90-120 minutes towards this section)
This section will have 50 MCQs of 1 mark each with varying difficulty level. Each MCQ will have four options of which only one of them will be correct. There will be no negative marking for selecting a wrong response, hence learners are advised to attempt all the questions.

Section – B: 20 Marks

(A learner is advised to assign 45-60 minutes towards this section)
This section will have 6 questions requiring descriptive answers of 5 marks each and the students will be required to answer any 4 of them. Generally a word count of 200 to 300 words is sufficient to provide a satisfactory answer to a 5 mark question.

Certain Courses may have a different pattern of ESE.

11. Re-examination Policy

i. A learner has to register by paying a prescribed fee to reappear for End Semester Examination as per notification issued by the University subject to completion of a programme within the maximum period prescribed.
ii. The Continuous Assessment marks originally secured by the learner, in the first appearance in the course(s) if any, will be carried forward.

12. Promotion Policy

Learners will be promoted from one year to another provided they have paid all the fee dues and do not have any discipline case pending against them. Appearing in the CA may be considered while deciding the promotion. They should however note that they have to pass in each course as per the passing requirements and earn minimum credit units required for the award of a degree/ qualification.

13. Award of Degree

The learner will be awarded the Bachelor of Business Administration degree upon fulfillment of the following criteria:

i. Must have passed all the courses of the six semesters;
ii. Must have complied with all other assessment guidelines and criteria notified during the conduct of the Program.

The Degree Certificate will indicate the elective opted by the learner.

14. Break and Maximum Period for Completion

With prior approval, a learner may be allowed to take a break (temporary withdrawal) from the Program for a Semester or more for valid reasons of health/career. A learner is required to take approval and pay the prescribed fee before rejoining the Program after such temporary breaks. A learner who rejoins the Program after the temporary withdrawal shall be governed by the regulations prevailing at the time of rejoining.
Maximum period for the completion of the Program shall be SIX years from the date of commencement of the Program. A learner is required to pay additionally a LMS usage fee for

extension beyond the first three years of the program.

15. Research Project

Students undertake a project after the end of fifth semester. It provides an opportunity for the students to apply classroom learning and practice in an industry environment. The duration of the project is a minimum of 8 weeks. A learner can work with a company as an intern, undertake project, perform activities identified by the company and assist the organization in its functions or alternatively can carry out an independent research in the chosen elective area. The learner is required to submit a project report in the prescribed format. Learners are encouraged to convert their research into a paper/case and publish in association with a mentor.

The assessment will be according to pre-defined Rubrics based on performance Indicators like Similarity Check (Plagiarisms), Quality of References, Continuity of Work, Attainment of Learning Outcomes and Overall Quality in terms of potential of publishing/ Patenting. While the students will give a certificate of it being his/ her original work, they will also give a No Objection Certificate of it being published or patented under the name of JAIN (Deemed-to-be University).

16. Academic Integrity and Ethics

i. A learner who has committed an act of academic dishonesty will be deemed to have failed to meet a basic requirement of satisfactory academic performance. Thus, academic dishonesty is not only a basis for disciplinary action but also is relevant to the evaluation of student's level of performance and progress.

ii. Where there has been violation of the basic ethos and principles of academic integrity and ethics, the Dean/Board of Examiners/Course Coordinator may use their discretion during the Semester on the disciplinary action to be taken.

iii. Academic dishonesty includes, but is not necessarily limited, to the following:

   a) Using more than one gadget/device during the conduct of the online examination;
   b) Switching off the webcam during the conduct of the online examination;
   c) Cheating or knowingly assisting another learner in committing an act of cheating;
   d) Unauthorized possession of learning material, examination materials, destruction or hiding of relevant materials;
   e) Act of plagiarism;
   f) Unauthorized changing of marks or marking on examination records.