

ADIKAVI NANNAYA UNIVERSITY
2013

Regulations and Syllabus relating to
B.B.M. DEGREE EXAMINATION

(*Classic Scheme*)
(with effect from 2013-2014)

REGULATIONS

Introduction:

The primary purpose of the three-year programme of Bachelor of Business Management is to provide a high quality professional education in business for young men and women who wish to build their career in Business Organization.

1. Eligibility for Admission to the Course:

- (a) A candidate who has passed the two year Intermediate Examination conducted by the Board of Intermediate Education in Andhra Pradesh or +2 or any other Examination as equivalent thereto is eligible for admission to the course.

2. Course of Study:

The course of study for the B.B.M. Degree examination shall extend over a period of three academic years in a college or Institute affiliated to the University or in a school of Distance Education of the University.

The course for the B.B.M. Degree shall comprise of the following subjects of study:

Part I: *Languages:*

- (i) English (at the end of First Year)
(ii) Telugu or one of the following languages (at the option of the candidate) |
a. Classical: Sanskrit
b. Modern International: French, German, Russian
c. Any Indian Language mentioned in the 8th Schedule of the Constitution.
(I Year Degree Course & at the end of Second Year)

Part II: *Foundation Courses:*

- Paper-1: Ethics and Values (at the end of First Year)
Paper-2: Contemporary India (at the end of Second Year)

Part III: *Basic Subjects:*

The candidate shall have to study compulsory subjects in the first year, second year, and in third year the candidate has to study any one selected optional elective group as suggested for the B.B.M. Degree Course.

3. Eligibility for the award of Degree:

No candidate shall be eligible for the Degree of Bachelor of Business Management unless he/she has passed the examinations consisting 1 paper in (i) English, and 1 Paper in (ii) Telugu or any other Classical or Modern Language under Part I; 1 paper in (i) Ethics and Values, and 1 Paper in (ii) Contemporary India under Part II; and finally 14 Papers including whichever one paper of 100 marks of Basic Subjects under Part III.

4. Scheme of Instruction and Examination:

The scheme of instruction for the B.B.M. Degree shall comprise of the following basic subjects of study in a period of three years:

7/2

I Year

S. No.	Paper Title	No. of Hours Teaching per week*	Total Marks (80 +20)	Duration of Examination
<i>Part - I: Languages:</i>				
	English	5	100	3 hrs.
<i>Part - II: Foundation Courses:</i>				
	Ethics and Values	5	100	3 hrs.
<i>Part- III: Basic Subjects:*</i>				
	1. Principles of Management and Business Communication	5	100	3 hrs.
	2. Business Mathematics and Statistics	5	100	3 hrs.
	3. Business Economics	5	100	3 hrs.
	4. Financial Accounting	5	100	3 hrs.

II Year

<i>Part - I: Languages</i>				
	Telugu/Hindi/Sanskrit (I Year Degree Course)**	5	100	3 hrs.
<i>Part - II: Foundation Courses:</i>				
	Contemporary India	5	100	3 hrs.
<i>Part - III: Basic Subjects:*</i>				
	5. Cost and Management Accounting	5	100	3 hrs.
	6. Marketing Management	5	100	3 hrs.
	7. Financial Management	5	100	3 hrs.
	8. Human Resource Management	5	100	3 hrs.

III Year

<i>Part- III: Basic Subjects:*</i>				
	9. Business Environment	5	100	3 hrs.
	10. Business Law and Taxation	5	100	3 hrs.
	11. Entrepreneurship and small industry	5	100	3 hrs.
Optional I: Financial Management				
	12A. (i) Financial Services	5	100	3 hrs.
	(ii) Security Analysis and Portfolio Management	5	100	3 hrs.
OR				
Optional II: Marketing Management				
	12B. (i) Product Management	5	100	3 hrs.
	(ii) Sales Management	5	100	3 hrs.
	13. Project Report and Viva-Voce (50+50)	5	100	3 hrs.

18 Papers

1800 Marks

** They should appear along with 1st year B.Com./B.Sc./B.A. degree examinations.**Project Work:**

1. The project report should be based upon field study of industry or business establishment as suggested by the class teacher.
2. The project should be typed on A4 size paper, double space one side.
3. It should contain a statement by the student undertaking that the project work is bonafide work and not copied from and other source and same should be signed by the class teacher.

4. The project should be about 50 pages and should be bounded with title and name of the candidates, register number and college affiliated.

Note:

- (i) The duration of the period shall be one clock hour i.e. 60 minutes, however a 5 minutes gap shall be given for transition.
- (ii) The periods allotted to each paper shall include tutorial work at the rate of one period per week, out of the total number of periods allotted for that paper.
- (iii) The scheme of examination in each subject for all papers shall be 100 marks, out of which 80 marks are for year end-examination and 20 marks for internal mid-test/tutorial/record/assignment at the college.

5. Marks Qualifying for a Pass:

- (i) A candidate shall be declared to have passed the examination if one obtains not less than 35 % in each paper under Part I, II and III.
- (ii) Out of 100 marks a Candidate shall be required to obtain a special minimum of 28 marks in written university examination for 80, and 7 marks for 20 for internal mid-test/tutorial/record/assignment at the college.

6. Classification of Successful Candidates:

Classification of successful candidates will be as follows:

- (i) Successful candidates shall be placed in three classes on the basis of the percentage of marks secured by them in I and II year Examinations in Part I and Part II irrespective of the number of appearances taken by the candidate.
- (ii) Successful candidates shall be placed in three classes on the basis of the aggregate marks secured by them in the examinations of the basic subjects under Part III held at the end of I, II and III years irrespective of the number of appearances taken by the candidate.

The First Class consists of those who obtain not less than 60%, the Second Class of those who obtain not less than 50%, and the Third Class consists of all the rest.

7. Award of Ranks:

Ranks will be awarded for the first 5 candidates, irrespective of the subjects of study, who have obtained highest percentage of marks of all the papers under Part I, II and III at one appearance by the end of third year examinations. However no candidate who has not passed all the papers relating to any year at the first appearance shall be eligible for the award of any medals or prizes by the University and to receive certificates of rank, obtained by them in the examination.

8. Re-appearance Provision:

- (i) The candidates are permitted to reappear for the whole examination or individual subjects or any paper for improvement of their classes. This provision is applicable to the candidates who have passed the third year Degree examination.
 - (ii) The candidates shall be permitted to retain their earlier better result or the latter better results as the case may be.
 - (iii) The Candidates shall be permitted to avail four (4) chances under this re-appearance provision to improve their class. Such candidates should be required to take the examination as per the current regulations and syllabi then in force.
9. Candidates shall be permitted to take the examination under Part III subjects in theory and practical separately at a subsequent examination, if failed.