

IDEAL COLLEGE OF ARTS AND SCIENCES
(AUTONOMOUS & NAAC B)
DR. P.V.N. RAJU VIDYAPRANGANAM
KAKINADA

Date: 19.09.2023

BBA Honours (Business Administration)

A meeting of Board of studies of the Department of Bachelor of Business Administration will be held on **30.09.2023 at 11.00 A.M** in Ideal College of Arts and Sciences (Autonomous), Vidyut Nagar, Kakinada, to consider the following Agenda.

You are cordially invited to attend the meeting and make it a success.

Agenda:

Consideration, Approval of the following for the Academic Year 2023-24

- 1) Approval the syllabus of BBA Honor (Business administration)1st Year.
- 2) Approval the Scheme of Examinations for both internal and external examination.
- 3) Approval the Model Question Paper for 1st year
- 4) Approval the Panel of Paper setters and examiners.
- 5) Approval the Additional inputs into the curriculum.
- 6) Implementing ICT Enabled pedagogical methods for effective process.
- 7) To prepare of E-content in teaching and learning material.
- 8) Other academic activities of Department.





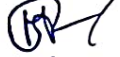

T. Subbarama
PRINCIPAL 19/9/2023
Principal
Ideal College of Arts & Sciences
Kakinada

IDEAL COLLEGE OF ARTS AND SCIENCES
(AUTONOMOUS & NAAC B)
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KAKINADA

DEPARTMENT OF BBA & BBA (Digital Marketing)
Board of Studies of
BBA Honours (Business Administration)

The Board of Studies for the Department BBA for the year 2023-2024 is constituted with the following Members.

Sl.No. Members Present

- | | | |
|-------------------------------------|----------|--|
| 1. E.Srinivasa rao
MBA, M. Com | Chairman |  |
| 2. Dr.M.Navven Krishna
MBA, Ph.D | Member |  |
| 3. Sri V Kamaraju
MBA | Member |  |
| 4. Sri K Mohan Kumar
MBA | Member |  |
| 5. Smt. M. Sasi Rekha
MBA | Member |  |
| 6. Smt. K.Mounika
B.Tech,MBA | Member |  |

Adikavi Nannaya University Nominee

7. Dr. P.Uma Maheswari Devi Associate Professor,
MBA, M.Phil., Ph.D,
Adikavi Nannaya University,
Rajamahendravaram,

Cell No: 9908727913, uma.cms@aknu.edu.in

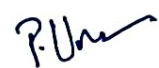


Members from other University

8. Dr.K.Sathi Babu Asst.Professor
M.Com, U.G.C. NET, MBA, Ph.D
Prasad V Potluri Siddhartha Institute of Technolgy
Vijayawada, Jntuk, Kakinada.
Cell: 99491444832, ksbvsm@gmail.com.
9. Dr.V.Hemanth Kumar Professor
MBA, M.Sc, MA, MLM, PGDHRM, M.Phil, Ph.D
Professor and Head -Academics,
School of Commerce and Management,
Presidency University,
Rajankunte, Yelahanka,
Bangalore
Cell: 09884249862, hemanthkumar@presidencyuniversity.in







Industry/Banking Organization

10. Mr. A S S M Teja
B.Tech, MBA
Technical Manager (Digital Marketing),
Smart Creative Solutions,
Kakinada.
Cell :7569284559

Alumini Member:

11. Sri. I. Sai Satya Narayana
Muthoot finance, Kakinada.
Cell:7095373709, saisatyanaryana061@gmail.com

I. Sai Satya Narayana

Student Members:

12. K. Bala Govardhan Reddy
13. S. Nani










III BBA
II BBA

K. Bala Govardhan Reddy.
S. Nani

T. Subramanyam
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The syllabus and model question papers in BBA (Digital Marketing) subject for BBA, course for the First, Second and Third year in the academic year 2023-2024, list of Examiners and paper setter, Department activities is approved in the Board of Studies meeting held in the Department of BBA on 30.09.2023 at 11.00 A.M.

<u>Sl.No.</u>	<u>Members Present</u>	<u>Signatures of Members</u>
1.	E. Srinivasa rao Chairman	
2.	Dr. P.Uma Maheswari Devi University Nominee	
3.	Dr.K.Sathi Babu Members from other University	
4.	Dr.V. Hemanth Kumar Members from other University	
5.	Dr. M. Naveen Krishna Member	
6.	Mr. A S S M Teja Representative from Industry	
7.	Sri V. Kama Raju Member	
8.	Sri K. Mohan Kumar Member	
9.	Smt M Sasi Rekha Member	
10.	Smt K. Mounika Member	

PRINCIPAL

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DEPARTMENT OF BBA

SCHEME OF EXAMINATION

Resolved to follow the following pattern for examinations

1. I Year each paper has 40 marks (40%) of internal (Continuous Assessment) (20+15+5) and 60marks (60% of external semester- end examination).
2. During each semester two internal examinations will be conducted as per schedule for each paper.
3. The average of two internal examination marks conducted by college is considered as internal examination marks.
4. No minimum pass marks for internal examination
5. In each semester, the student has to possess a minimum attendance of 75%.
6. Students having attendance between 65% and 75% may be permitted to appear in Semester End/Annual examination on medical grounds only, on payment of Condonation fee along with medical certificate from Government Medical Officer.
7. If a student is detained due to shortage of attendance i.e. less than 65%, he has to re-join the semester with prior permission from the university. Such students are not eligible to take subsequent semester.
8. If the student is absent for internal examination, then his/her internal marks are recorded as zero marks
9. No separate internal examination is conducted for absentees.
10. The minimum pass mark for external examination is 24 marks out of 60 marks in external semester end examination
11. However, the student should secure minimum of 40 marks out of 100 marks in internal and external examinations put together.
12. Resolved to authorize the Chairman, Board of Studies to take up all the necessary steps for utilization of the syllabi to be implemented from the academic year 2023-24 and also is authorized to adopt any changes made in the middle of the academic year if any.
13. A Major and Minors Subjects has been introduced from 2023-24 Academic year.
14. Minor subjects will be introduced from Semester-II onwards based on the interest of the students.

* Indicates the marks allotted for student activities like attendance, participation in PPTs, Paper presentation, Seminar, Quiz, Group Discussion and Assignments



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KAKINADA
BBA Honours (Business Administration)
COURSE STRUCTURE

Semester – I

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam *	Sem. End Exam	Teaching Hours	Credits
1.	First Language	English	100	40	60	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans)	100	40	60	4	3
3.	Skill Course	leadership	50	---	50	2	2
4.	Skill Course	Analytical skills	50	---	50	2	2
5.	Multidisciplinary courses	Introduction to social work	50	---	50	2	2
6.	CORE 1	Fundamentals of commerce	100	40	60	5	4
7.	CORE 2	Business organization	100	40	60	5	4
Total			550	160	390	24	20

Semester – II

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam*	Sem. End Exam	Teaching Hours	Credits
1.	First Language	English	100	40	60	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans)	100	40	60	4	3
3.	Skill Course	Marketing skills	50	---	50	2	2
4.	Skill Course	Digital literacy	50	---	50	2	2
5.	Minor	HRM/ Financial Management/ Retail Management	100	40	60	4	4
6.	CORE 1	Principles of Management	100	40	60	5	4
7.	CORE 2	Business Economics	100	40	60	5	4
Total			600	20	400	26	22