

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

Date: 19.09.2023

Board of Studies of BBA (Digital Marketing)

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 (Digital marketing) I, II and III Year.
- 2) Approval the Scheme of Examinations for both internal and external examination.
- 3) Approval the Model Question Paper for 1st, 2nd and 3rd year
- 4) Approval the Panel of Paper setters and examiners.
- 5) Approval the Additional inputs into the curriculum.
- 6) To discuss the Certification courses.
- 7) Implementing ICT Enabled pedagogical methods for effective process.
- 8) To prepare of E-content in teaching and learning material.
- 9) Other academic activities of Department.

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Digital Marketing

SCHEME OF EXAMINATION

Resolved to follow the following pattern for examinations

1. I&II Year each paper has 40 marks (40%) of internal (Continuous Assessment) (20+15+5) and 60marks (60% of external semester- end examination).
2. III Year each paper has 30 marks (30%) of internal (Continuous Assessment) (15+10 +5) and 70 marks (70% of external semester- end examination).
3. During each semester two internal examinations will be conducted as per schedule for each paper.
4. The average of two internal examination marks conducted by college is considered as internal examination marks.
5. No minimum pass marks for internal examination
6. In each semester, the student has to possess a minimum attendance of 75%.
7. 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.
8. 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.
9. If the student is absent for internal examination, then his/her internal marks are recorded as zero marks
10. No separate internal examination is conducted for absentees.
11. The minimum pass mark for external examination is 28 marks out of 70 marks in external semester end examination.
12. However, the student should secure minimum of 40 marks out of 100 marks in internal and external examinations put together.
13. 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.
14. Skill Enhancement Courses (SECs) for Semester -V has been introduced.
15. One pair from the THREE alternate pairs of SECs has to be chosen.
16. A Major and Minors Subjects has been introduced from 2023-24 Academic year.
17. 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*