



REGULATIONS - 2015

BACHELOR OF BUSINESS ADMINISTRATION (BBA) **(for the candidates admitted from 2015-2016 academic year onwards)**

CHOICE BASED CREDIT SYSTEM (FULL TIME)

FACULTY OF MANAGEMENT
SRM UNIVESITY
SRM NAGAR – KATTANKULATHUR – 603 203
Chennai, India

BACHELOR OF BUSINESS ADMINISTRATION (BBA)
(for the candidates admitted from 2015-2016 academic year onwards)

CHOICE BASED CREDIT SYSTEM

R.1.0 Admission

- R.1.1** The number of seats in Undergraduate programme for which admission is to be made in the Faculty of Management will be decided by the Board of Management of SRM University.
- R.1.2** The minimum qualification for admission to Undergraduate degree programme (Regular) shall be: A pass in the 10 & +2 (Higher Secondary) examination of any authority, recognized by this University
- R.1.3** Notwithstanding the above, the actual admissions will be based on the rules and regulations of the UGC/Competent authorities.
- R.1.4** Candidates have to fulfill the medical standards required for admission as set out by the Admission Committee.
- R.1.5** The selected candidate will be admitted to the Undergraduate programme after he/she pays the prescribed fees.
- R.1.6** In the matter of admission to the Undergraduate programme the decision of the Admission Committee is final.
- R.1.7** If, at any time after admission, it is found that a candidate has not fulfilled all the requirements stipulated in the offer of admission, the Director/Dean Faculty of Management may revoke the admission and report the matter to the Vice Chancellor.

R.2.0 Eligibility
English is mandatory

Course offered	Qualifying Subjects
BBA	10 +2,(Higher Secondary) (Any group)

R.3.0 Structure of the Undergraduate Programme

- R.3.1** The complete Undergraduate programme of study will consist of 3 categories of courses distributed over six semesters with two semesters per year as listed below:

1) General (G)

General Courses comprising of Languages, Communication Skills, Soft Skills, Environmental Studies, Verbal Aptitude, Personality Development / Professional Ethics, Quantitative Aptitude and Reasoning and Extension Activities (NSS/NCC/NSO/YOGA)

2) Basic Sciences (B)

Basic of Computer Applications with laboratory component (other than Computer Science Department and Mathematics).

3) Professional Courses (P)

Professional Courses corresponding to the Branches of Study, which will include Core Courses, Electives, Industrial Training and Project work.

4) Non-Major Elective (P)

Each department offers specialized courses (Non-Major Electives) in Semester III and Semester IV which can be chosen by students belongs to other departments.

R.3.2 Every branch of the Undergraduate programme will have a curriculum and course content (syllabi) proposed by the respective Boards of Studies and approved by the Academic Council.

R.3.3 Credits are assigned to the courses based on the following general pattern:

One credit for each lecture (L) period;

One credit for two or less tutorial (T) periods;

One credit for two or less laboratory/practical/project/seminar (P) periods

Theory based courses are that with 'L' & 'T' or 'L' alone or 'T' alone.

Courses with theory and practical components are that with 'L', 'T' & 'P' or 'T' & 'P' or 'L' & 'P'.

Courses with only practical component are that with 'P' alone.

R.3.4 The curriculum of any branch of the Undergraduate programme is designed to have a minimum of **148 credits** for the award of the Undergraduate degree.

R.3.5 The medium of instruction, examination and project reports will be English.

R.4.0 Faculty Adviser / Student Counselor

R.4.1 To help the students in planning their courses of study and for getting general advice on the academic programme, the concerned Department will assign for every class a faculty member who will be called the Faculty Adviser.

R.4.2 In order to motivate the students personally and provide counseling on academic and non academic matters, a faculty member called Student Counselor shall be assigned.

R.5.0 Class Committee

R.5.1 Every class (comprising of sections) of the Undergraduate programme will have a Class Committee consisting of Faculty and Students. The class committees for the Department programme of each semester will be constituted by the Head of the concerned Department.

R.5.2 The constitution of the Class Committee for the Department programmes of each semester will include the following members:

- a. All teachers of the Courses
- b. Four students from the class to be chosen by the students of the class.
- c. Faculty Adviser(s) of the respective class.
- d. One senior faculty, preferably an Assistant Professor of the concerned Department and not associated with teaching of the class, to be nominated by the concerned Head of the Department, to act as the Chairperson of the Class Committee.

R.5.3 The basic responsibilities of the Chairperson of the Class Committee:

- a. To review periodically the progress of the classes.
- b. To discuss problems concerning curriculum and syllabus, the conduct of the classes as well as non academic issues concerning students.
- c. To define the method of assessment in the courses in consultation with class committees and announcing to the students at the beginning of the semester.
- d. To organize the class committee meeting at least twice a semester, one at the beginning of the semester and one after the second cycle test.
- e. To prepare the minutes of the meeting with the assistance of faculty advisers and duly signed by the HOD, sent the same to the Director/Dean-Faculty of Management within 7 days from conduct of the meeting. The minutes shall also be circulated to the class committee members and displayed in the notice board.

R.6.0 Registration / enrollment for courses

- a. The process of signing up for courses is called registration. Students are enrolled after they pay the prescribed fees. For a student to attend classes he/she has to complete both registration and enrollment.
- b. All students shall formally register for the courses in every semester to undergo course work.

R.6.1 Registration of any course will be controlled by the concerned Head of the department.

- a. Except for the first semester, the registration for a semester will be done during a specified week before the end-semester examination of the previous semester.
- b. For the first semester registration shall be completed within a week after the commencement of classes.
- c. Late registration will be permitted with a fine, decided from time to time, up to two weeks from the last date specified for registration.

R.6.2 The registration sheet contains the course number, course name, number of credits and category for each course taken in that semester.

R.6.3 A student will be eligible for enrolment only if he/she satisfies the enrolment requirement specified in R.6.0 and will be permitted to enroll only if he/she has cleared all dues to the University, Hostel, Library, NCC etc. up to the end of the previous semester, provided he/ she is not debarred for enrolment as a result of any disciplinary action of the University.

R.7.0 **Enrollment Requirement**

R.7.1 The enrolment requirement is as stipulated below:

- a. For a student to become eligible for enrolment to a higher semester he / she shall have appeared in the end semester examinations of at least 3 courses in previous semester.

Operation of R. 7.1 is explained in the following table:

Regular students

To enroll for	Appearance in the previous end semester examination
II Semester	At least 3 courses in I Semester
III Semester	At least 3 courses in II Semester
IV Semester	At least 3 courses in III Semester
V Semester	At least 3 courses in IV Semester
VI Semester	At least 3 courses in V Semester

In case the student does not meet the above requirements he/she shall discontinue the studies temporarily, earn the requisite credits and re-join the programme in the semester to which he / she was disallowed to join due to not meeting the enrolment requirements specified in R. 6.0.

Further at the time of readmission no disciplinary action shall be in force against the student and the student has to pay the prescribed fee at the time of readmission.

R.8.0 Maximum Duration of the Programme

R.8.1 Each semester shall normally consist of 75 working days or 450 hours. A student is ordinarily expected to complete the Undergraduate programme in six semesters for regular programme. However a student may complete the programme at a slower pace by taking more time but in any case not more than 12 semesters under regular programme excluding semesters withdrawn on medical grounds etc. as per R.9.1.

R.9.0 Temporary withdrawal from the programme

R.9.1 A student may be permitted by the Director/Dean Faculty of Management to withdraw from the programme for a semester or longer for reasons of ill health or other valid reasons. Normally a student will be permitted to discontinue from the programme only for a maximum continuous period of two semesters or the aggregate of individual discontinuation not exceeding two semesters.

R.9.2 Temporary Break of Study from a Programme:

- i. A candidate is not normally permitted to temporarily break study. However if a candidate intends to temporarily discontinue the programme in the middle for valid reasons (Such as accident or hospitalization due to prolonged ill health) and rejoin the programme in a later year he/she shall apply to the Head of the Institution in advance but not later than the last date for registering for the final examinations of the year in question. Such applications should be routed

through the Head of the department and the Head of the institution stating the reason for break of study.

- ii. The Candidate who rejoins the programme after the break shall be governed by the rules and regulations in force at the time of rejoining.
- iii. The duration specified for passing all the courses for the purpose of classification vide shall be increased by the period of such break of study permitted.
- iv. The total period for completion of the programme should be reckoned from the commencement of the first semester to which the candidate was admitted and shall not exceed the maximum period specified in clause irrespective of the period of break of study in order that he/she may be eligible for the award of the degree.
- v. If any student is detained for want of requisite attendance, progress and good conduct, the period spent in that semester shall not be considered as 'Break of Study'.

R.10.0 Discipline

R.10.1 Every student is required to maintain discipline and decorum behavior both inside and outside the University campus and not to indulge in any activity that will tend to bring down the prestige of the University.

R.10.2 Any act of indiscipline of a student is first to be considered by the Discipline and Welfare Committee of the Department for necessary action. If the issue demands more serious consideration, the act of indiscipline will be reported to the Director /Dean Faculty of Management, and he will refer it to the Discipline and Welfare Committee of the University, constituted by the Vice Chancellor.

R.10.3 The Committee will enquire into the charges and recommend suitable action if the charges are substantiated. The Director/ Dean Faculty of Management will take appropriate action on the recommendation of the Discipline and Welfare Committee.

R.10.4 The Director/Dean Faculty of Management may suspend a student pending inquiry depending upon the prima facie evidence.

R.10.5 Appeal: The student may appeal to the Vice Chancellor whose decision will be final and binding.

R.11.0 Attendance

R.11.1 Attendance is the physical presence of the student in the class. It is a well-observed fact that the students who score good grades are those

who attend classes regularly. Therefore, the students must strive to attend all the classes without fail.

- R.11.2** Every teaching staff member handling a class will take attendance till the last instruction day in the semester. The percentage of attendance, calculated up to this point, the breakups of marks to be awarded for attendance is given below:

Attendance percentage range	Marks to be awarded
0 - 64	0
65 - 74	1
75 - 79	2
80 - 84	3
85 - 90	4
91 - 100	5

- R.11.3** A student must maintain an attendance record of at least 75% in all courses added together. Without the minimum attendance of 75%, students become ineligible to write the end semester examination.
- R.11.4** The students must strive to attend all the classes without fail. However, the minimum attendance requirement of 75% allows a student the facility to use the balance 25% to account for illnesses, permitted assignments such as job interviews, inter university sports meets, inter-collegiate/inter-university competitions, accidents, unforeseen emergencies etc. An attendance of 75% is considered to be the minimum required for a student to get just enough input on the course syllabus through class room contact hours to make him/ her eligible to appear in the end semester examination.
- R.11.5** The teacher shall announce the particulars of all students who have attendance less than 75% in the class. Copies of the same should also be sent to the Director/Dean Faculty of Management, and Heads of Departments concerned. **The students who have less than 75% attendance will not be permitted to appear in end semester examination.**
- R.11.6 Condonation of Attendance:**
- a) In rare and genuine cases, a committee consisting of Director /Dean and Head of the Department will examine the case and recommend suitably to the Vice Chancellor, who may give condonation of attendance in deserving cases, but not more than 10%.
 - b) During the course of time only two condonations are permitted based on medical ground approved by the Director/Dean Faculty of Management, otherwise he/she has to redo the semester.

R.12.0 Assessment and Examination Procedure

R.12.1 a) The complete academic performance of a student is evaluated by Internal / and External Examiners.

b). The university shall be appoint the external examiner for Question paper setting and evaluation of answer scripts.

c) In the case of practical / project work where an External Examiner shall be nominated by the university for evaluation/ viva voce

R.12.2 The student's performance in each course, in general, is evaluated based on in-semester assessment and end semester examination.

R.12.3 The in-semester assessment method is further detailed below:

R.12.3 a. For Theory courses

Assessment tool	Weightage	Remarks
Cycle Test I	10	Duration- 2 periods
Cycle Test II	10	
Assignment	5	
Model Examination	20	Duration- 3 hours
Attendance	5	

R.12.3 b. Courses with only practical component

Assessment tool	Weightage	Remarks
Total In-semester assessment	50%	
End semester examination	50%	Duration – 3 hours

R.12.3 b.(1) In-semester assessment (50 Marks)

Assessment tool	Weightage	Remarks
Observation Note Book	10 Marks	Assessment components: Every experiment will carry marks for observation, completion, results and prompt submission of record for each experiment.
Model Examination	20 Marks	
Output Result in time	10 Marks	
Regularity and Discipline	10 Marks	

R.12.3 b.(2) End semester examination 50 Marks		
Assessment tool	Weightage	Remarks
Record Note Book Submission	10 Marks	The nature of the end semester examination shall be informed to the students at the commencement of the course. The end semester examination will be conducted only after the last working day of the semester. The student has to appear for the end semester examination and 'I' grade will be awarded for non appearance.
Program Writing	10 Marks	
Debugging	15 Marks	
Result / Output	15 Marks	

R.12.3 c). Final semester project work (Max Mark: 100)

- i) Undergraduate projects as far as possible should be socially relevant and product oriented ones.
- ii) Undergraduate projects can be carried out by individual student or by a group of students with a maximum of three students in a group. The assessment method for the project work consists of in-semester and end semester evaluations as detailed below:

R.12.3 c (1) Internal Assessment: 50 Marks

Assessment Tool	Marks
Attendance	10
First Review	10
Second Review	10
Final Review	20

R.12.3 c (2) External Examination: 50 Marks (Viva-Voce by External Examiner)

Assessment Tool	Marks
Project Report Presentation(Dissertation)	25
Viva-Voce	25
Total	50

R12.4 Purely Internal Assessment Courses:

I) NCC/NSS/NSO/ Yoga

The assessment process for courses like NCC/NSS/NSO/Yoga is based on the participation, involvement and contribution of

students in the activities scheduled. The maximum mark is 100.

II) Career Development Course (CDC)

For the following subjects Internal Marks split up as follows:

Sl.No	Semester	Subject Code	Subject Title
1	I	CAC15101	Soft Skills
2	II	CAC15201	Quantitative Aptitude and Reasoning-I
3	III	CAC15301	Quantitative Aptitude and Reasoning-II
4	IV	CAC15401	Verbal Ability & Reasoning
5	VI	CAC15601	Communication Skills/Student Social Responsibility

The assessment method for CDC subjects includes components as detailed below:

Assessment Methodology	Marks
Attendance	10
Assignment 1	20
Assignment 2	20
Surprise Test 1	25
Model Exam	25
Total	100

R.12.5

Non-Major Elective Courses: Internal & External Assessment

- a) The complete academic performance of a student is evaluated both by internal and external Examiners.
- b) The student's performance in each course, in general, is evaluated based on in-semester assessment and end semester examination.

The assessment method is further detailed below:

Internal Assessment

Assessment Tool	Mark
Cycle Test-I	10 Mark
Cycle Test-II	10 Mark

Assignment –I	5 Mark
Assignment-II	5 Mark
Model Test	10 Mark
Attendance /Discipline	10 Mark
Total	50 Mark

Marks secured by the candidate will be converted to 50 to make the aggregate 100, while adding with continuous Internal Assessment 50.

R.13.0 End Semester Examination

R.13.1 The examinations at the end of a particular semester will be conducted for the courses of all odd and even semesters.

R.13.2 The students should register all the courses including back papers for examination is mandatory

R. 13.3 A student should have appeared for the end-semester examination of the prescribed course of study to become eligible for the award of the grade in that course.

R.13.4 Passing Minimum:

a. A candidate shall be declared to have passed in each Paper / Practical / Mini Project and Viva-voce, if he / she secures not less than 40% of marks [the continuous internal assessment (CIA) and the University examinations (External) put together] and provided a minimum of 40% of marks secured in the University examination.

b. If a candidate fails to secure a pass in a particular course, it is mandatory that he/she shall register and reappear for the examination in that course during the next semester when examination is conducted in that course. He / She should continue to register and reappear for the examination till he/she secures a pass. However, the internal assessment marks obtained by the candidate in the first attempt shall be retained and considered valid for all subsequent attempts.

c. Procedure In Event of Failure:

i. If a candidate fails in a particular subject (Other than project work), he/she may appear for the university examination in that subject in subsequent semesters and obtain pass marks.

ii. In the event of failure in project work, the candidates will re-register for project work and redo the project work in a subsequent semester and resubmit the dissertation a

fresh for evaluation. The internal assessment marks will be freshly allotted- in this case.

R.14.0 Course Wise Grading of Students

R.14.1 Letter Grades and Grade Points (GP)

All assessment of a course will be done on absolute marks basis. However for the purpose of reporting the performance of a candidate, letter grades, each carrying certain points, will be awarded as recommended by UGC, are as follows:

Range of Total Marks	Letter Grade	Grade Points
95 to 100	O (Outstanding)	10
85 to 94	A+ (Excellent)	9
75 to 84	A (Very Good)	8
65 to 74	B+ (Good)	7
55 to 64	B (Above Average)	6
45 to 54	C (Average)	5
40 to 44	P (Pass)	4
00 to 39	F (Fail)	0
Incomplete	Ab (Absent)	0

“F” denotes Failure due to insufficient marks in the course

“Ab” Failure due to non-appearance in examination

R14.2. Grade sheet

The grade Sheet issued by the Controller of Examinations to each student, after the announcement of the results will contain the following:

- The credits for each course registered for that semester,
- The letter grade obtained in each course
- The total number of credits earned by the student up to the end of that semester in each of the course categories
- Semester Grade Point Average (SGPA) of the current semester
- The Cumulative Grade Point Average (CGPA) of all the courses taken from I semester onwards.

R14.3. Computation of Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA)

(i) The SGPA will be calculated according to the formula

$$SGPA = \frac{\sum_1^n C_i \times (GP)_i}{\sum_1^n C_i}$$

Where C_i = credit for the i^{th} course, $(GP)_i$ = the grade point obtained for the i^{th} course, n = total number of courses and the sum is over all the courses taken in that semester, including those in which the student has secured 'F' grades and 'Ab' grade.

(ii) For the cumulative grade point average (CGPA) following formula is used:

$$CGPA = \frac{\sum_1^r S_i \times (SGPA)_i}{\sum_1^r S_i}$$

Where S_i = Sum of credits in i^{th} semester, $(SGPA)_i$ = Semester Grade Point Average earned in i^{th} semester and r = number of semesters and the sum is over all the semesters under consideration.

(iii). The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

R.15.0 Eligibility for the Award of the Degree:

R.15.1 A Student shall be declared to be eligible for the award of the Degree provided if,

- i. The student has successfully completed the course requirements and has passed all the prescribed examinations in all the six semesters within a maximum period of three years reckoned from the commencement of the first semester to which the candidate was admitted.
- ii. No disciplinary action is pending against him/her.

R.16.0 Classification of the Degree Award:

Class / Distinction will be awarded to the students after they successfully complete the Under-graduate programme as per norms given in the following table:

Category	CGPA (From I-VI semesters)	Class Distinction
Students who successfully completed the Under Graduate programme within the time duration of 6 semesters	≥ 4 & < 5	Pass
	≥ 5 & < 6	Second Class
	≥ 6 & < 8.5	First Class

	≥ 8.5 (without F or Ab or temporary withdrawal in any semester)	First Class with Distinction
Students who cannot complete the Under Graduate programme in 6 semesters but complete it successfully within the time duration of 7semesters	≥ 4 & < 5	Pass
	≥ 5 & < 6	Second Class
	≥ 6	First Class
Students who cannot complete the Under Graduate programme in 7 semesters but complete it successfully within the time duration of 12 semesters	≥ 4 & < 5	Pass
	≥ 5	Second Class

R.17.0 Revaluation:

A candidate can apply for revaluation of his/her end-semester examination answer paper in a theory course within 10 Days from the declaration of results on payment of a prescribed fee through proper application to the Controller of Examinations forwarded through the Head of the Department. The Controller of Examination will arrange for the revaluation and the results will be intimated to candidate concerned through the Head of the Department.

R.18.0 Pattern of Question Setting

R.18.1 Question Pattern for Language Paper (For Tamll, English, Hindi and French)

Section-A (4 x 10 = 40 Marks)

Section-B (6 x 5 = 30 Marks)

Section-C (3 x 10 = 30 Marks)

Total Mark = 100

R.18.2 Pattern of Question Paper (Except Language Paper):

Time: 3 hours

Max Marks: 100 Marks

Part - A: (10 X 2 = 20 Marks)

All questions have to be answered. Two questions from each Unit.

Part - B: (5 X 16 = 80 Marks)

Five Questions are to be answered, two questions from each unit in the Either or Pattern.

Marks secured by the candidate will be converted to 50 to make the aggregate 100, while adding with continuous Internal Assessment 50.

R.19.0 Pattern of Question Paper (Practical):

Time: 3 hours

Max Marks: 50 Marks.

- a) **The External Examiner will set a question paper after discussing with the Internal Examiner (Selective Subjects)**
- b) **The External Examiner will conduct viva voce based on the record work submitted by the student.**
- c) **Marks secured by the candidate will make the aggregate 100, while adding with continuous Internal Assessment 50.**

R.20.0 Revision of Regulation and Curriculum:

The University may from time to time revise, amend or change the regulations, scheme of examinations and syllabi as found necessary.