

Bachelor of Business Administration (BBA)

[3 Years Regular/4 Years (Honours/Honours with Research)]

Faculty of Management Studies

Parul University

Teaching and Examination Scheme for Batch 2023-24

(NOTE: A credit is a unit by which the coursework is measured. It determines the number of hours of instruction required per week over the duration of a semester (Minimum 15 weeks/90 days)

1. 1 Theory Credit = 15 hours of academic activity engagement in a semester
2. 1 Credit of (Practical/Internship/workshop-based activity/ Self-Learning-Online/Offline) = 30 Hours of engagement in a semester
3. 1 Credit of Experiential learning (Field Visit/ Industry Visit)/ Assignments = 40-45 hours of engagement in a semester.
4. Research Project/Dissertation: Entire Seventh & Eighth Semesters (12 Credits)

Semester 1

[illegible]

Semester 2

[illegible]

Semester 3

[illegible]

Semester 4

[illegible]

Semester 5

[illegible]

Semester 6

				Teaching Scheme (Hours / Week)			Internal Marks			External Marks		Passing Marks (Theory + CE)	Passing Marks (Practical)	Total Marks
NCrF Credit Level	Code	Subject	Credit	Lect	Lab	Tut	T	P	CE	T	P	Int.+Ext.	Int.+Ext.	
5.5		Major (Discipline Specific Course)												
	06010106DS01	Mercantile Law	4	4	-	-	20	-	20	60	-	40	-	100
	06010106DS02	Operation Research	4	4	-	-	20	-	20	60	-	40	-	100
	06010106DS03	Digital Marketing	4	4	-	-	20	-	20	60	-	40	-	100
		Specialization - 2 (Select any one)												
	06010106DS32	HRM: Organizational Development	4	4	-	-	20-	-	20	60	-	40	-	100
	06010106DS42	Marketing: Security And Portfolio Management		4	-	-	20	-	20	60	-	40	-	100
	06010106DS52	Finance: Service Marketing		4	-	-	20-	-	20	60	-	40	-	100
	06010106DS62	IB: Cross Continent Business Philosophies		4	-	-	20	-	20	60	-	40	-	100
		Ability Enhancement Course -5												
	00019306AE01	Professional Ethics and Communication	2	2	-	-	20	-	20	60	-	40	-	100
	06010106IN01	Internship/Mini Project (From Major Stream)	4	-	8	-	-	40	-	-	60	-	40	100
		Total	22											

Internship Guidelines: 30 days (120 Hrs.)

Semester 7

[illegible]

	1 subject of Major/Minor discipline relevant of 4 credits (for Honours Degree)	4	-	-	-	-	-	-	-	-	-	-	-
	1 subject of Major/Minor discipline relevant SEC course of 2 credits (for Honours Degree)	2	-	-	-	-	-	-	-	-	-	-	-
	OR												
06010107RP01	Research Project in Major Specific course (For Honours with Research degree)	6	-	12	-	-	60	-	-	90	-	60	150
	Total	22											

Research Project Guidelines:

Advanced – level disciplinary/interdisciplinary courses related to topic selection and research methodology and initial stage of research will be conducted like: determining the definition of the information needed, determining the methods of collection of qualitative and quantitative data, conducting secondary data analysis etc.

On-the-Job Training Guidelines: 45 days (180 Hrs.)

Semester 8

[illegible]

Research Project Guidelines:

The final semester will be devoted to seminar presentation, preparation and submission of research project report/dissertation. The project work/dissertation will be on a topic in the disciplinary programme of study or an interdisciplinary topic.

On-the-Job Training Guidelines: 45 days (180 Hrs.)

Note: Course Curriculum from 4th Semester up to 8th semester may undergo revision. Any revision to this effect will be uploaded on the University Website. Students are requested to visit the University Website for any updates related to the revision in the course curriculum or shall contact Dean/HoI/Hod for the same.