

भारती विद्यापीठ

BHARATI VIDYAPEETH UNIVERSITY





# BHARATI VIDYAPEETH (DEEMED TO BE UNIVERSITY)

## EXCELLENCE IN EDUCATION SINCE 1964

A great visionary; Late. Dr. Patangrao Kadam laid down the cornerstone of Bharati Vidyapeeth in 1964. Bharati Vidyapeeth was conferred the status of Deemed University in 1996 in view of its academic excellence.

All the programs offered by BV (DU) are recognized by UGC or the respective statutory councils and are known to be innovative and evolving in nature. BV (DU) presently has 29 constituent units, including three research institutes dedicated exclusively for research. BV (DU) has world-class infrastructure and facilities, and adopts latest and finest teaching pedagogies. BV (DU) has entered into many national, as well as, international collaborations.

Some of our partner Universities include –



UNIVERSITY OF  
LIVERPOOL



부산대학교  
PUSAN NATIONAL UNIVERSITY



University of  
Salford  
MANCHESTER



Kingston  
University  
London

OXFORD  
BROOKES  
UNIVERSITY



# School of Online Education (SOE)



Bharati Vidyapeeth has been a pioneer in providing quality education to masses since 1964. Education is not a privilege but a right! School of Online education (SOE) is the arm of BV (DU) that bridges the gap between have and have nots by nullifying the hurdles such as time constraints, remote locations, financial affordability etc through use of digital platform and internet connectivity.

SOE has received the UGC recognition to offer two year MBA and three year BBA program. These programs would be considered at par with the full time programs offered by any recognized university in India.

SOE aims to promote world class education to masses through use of state of the art e-learning tools and techniques.

SOE also enables the working professionals to upskill themselves that could enable them to quickly move up the corporate ladder.



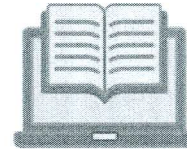
# Quadrant Approach

## Quadrant 1 (e-tutorial)



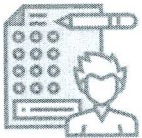
Contains Video and Audio Content in an organized form, Animation, Simulations, Video Demonstrations, Virtual Labs, etc, along with the transcription of the video.

## Quadrant 2 (e-Content)



Contains comprise of self-instructional material, e-Books, Illustrations, Case Studies, Presentations, Video Demonstrations, Documents and Interactive Simulations.

## Quadrant 3 (Web Resources)



Contains Web Resources, Related Links, Open Content on Internet, Case Studies & Articles.

## Quadrant 4 (Self-Assessment)



Contains MCQs, Problems, Quizzes, Assignments, Discussion Forum Topics & setting up the FAQ, Clarifications of General Misconceptions



# LEAD THE FUTURE



Innovation and Creativity, Advances in Technology, Better connectivity and Affordable World Class Education has transformed the landscape of business. As a result mankind is witnessing rapid changes like it has never before. At times like these, if we don't keep up with the pace, we run the risk of falling behind.

Through use of Digital Expertise, we take this opportunity to transform your lives by revolutionizing the business education thereby enabling you to take a quantum leap in your career.

Our Online BBA and MBA programs are a truly unique programs that delivers advance business knowledge, critical problem solving capabilities, essential soft skills as sought by employers and much more.



## **Bachelors Of Business Administration (online)**

### **Program Description**

The Bachelor of Business Administration Programme (BBA) is a 128 credits (38 courses) online three year programme offered by School of Online Education, an arm of Bharati Vidyapeeth Deemed to be University (BVDU)

The Bachelor of Business Administration (BBA) is designed to provide a strong practical understanding of the principles, theories, and tools necessary to succeed in businesses.

The BBA programme focuses on imparting to students the ability to demonstrate leadership, understand human relationships, and problem-solving abilities essential for success in any business endeavour.

### **Program Objectives**

To provide students with an in-depth knowledge of Management and Business concepts.

To provide students with a firm foundation in both theoretical and practical concepts and applications to meet the various needs of business organizations at a global level.

To prepare students for the challenging responsibilities and career opportunities with Organizations and as Business Leaders.



# BBA Program Structure

Sr.	Particular	Details
1	Academic Eligibility	10+2 in any stream or equivalent from any recognized board of India
2	Program Duration	36 months
3	Total Credits	128
4	Total number of Courses	37 Courses + 1 Project
5	University Exams	Exam will be held at the end of each semester
6	Passing Percentage	40 %



# BBA Course List

## Semester I

Sr.	Course Code	Courses	Credit
1	101	Business English - Communication	2
2	102	Business Organization & Systems	4
3	103	Micro Economics	4
4	104	Business Accounting.	4
5	105	Foundations of Mathematics and Statistics	4
6	106	Community Work-I	2
		Career & Life Skills	
		Waste management	
Total Credits			20

## Semester II

Sr.	Course Code	Courses	Credit
1	201	Business Statistics	4
2	202	Principles of Management	4
3	203	Macro Economics	4
4	204	Management Accounting	4
5	205	Environmental Science	2
6	206	Community Work - II Swachha Bharat Abhiyan	2
		Career & Life Skills	
		Waste management	
Total Credits			20



# BBA Course List

## Semester III

Sr.	Course Code	Courses	Credit
1	301	Entrepreneurship Development	2
2	302	Organizational Behavior	4
3	303	Principles of Marketing	4
4	304	Introduction to Financial Management	4
5	305	Computer Applications for Business	2
6	306	Introduction to Business Analytics	4
7	307	Community Work - III	2
		Start-up Management	
		Agro Tourism	
Total Credits			24

## Semester IV

Sr.	Course Code	Courses	Credit
1	401	Business Laws	2
2	402	Human Resource Management	4
3	403	International Business	4
4	404	Business Research	4
5	405	Business Ethics	2
6	406	Societal Concerns and NGO Operations	2
7	407	Community Work -IV	2
		Basics of Taxation	
		Meditation & Yoga	
Total Credits			22



# BBA Course List

## Semester V

Sr.	Course Code	Courses	Credit
1	501	Introduction to Operations Research	4
2	502	Services Management	4
3	503	Consumer Behaviour	4
4	504	Elements of Financial Services	4
5	505	Project Work	4
6	506	Social Media Management	2
		Road Safety & Management	
		Event Management	
Total Credits			22

## Semester VI

Sr.	Course Code	Courses	Credit
1	601	Introduction to Strategic Management	4
2	602	Performance and Compensation Management	4
3	603	Enterprise Resource Planning (ERP)	4
4	604	Enhancing Personal & Professional Skills	4
5	605	Disaster Management	2
6	606	Business Ethics	2
		Basics of Hospitality	
		Meditation & Yoga	
Total Credits			20



# Assessment

## Grading Percent Breakdown:

Assessment	Weightage
Internal Exam	30%
University Exam	70%

## Grading

A student who has completed the minimum credits specified for the programme shall be declared to have passed in the programme. The final result will be in terms of letter grade only and is based on the CGPA of all courses studied and passed. The criteria for the award of honours are given below.

Range of CGPA	Final Grade	Performance Descriptor	Equivalent Range of Marks
$9.5 \leq \text{CGPA} \leq 10$	O	Outstanding	$80 \leq \text{Marks} \leq 100$
$9.0 \leq \text{CGPA} \leq 9.49$	A+	Excellent	$70 \leq \text{Marks} < 80$
$8.0 \leq \text{CGPA} \leq 8.99$	A	Very Good	$60 \leq \text{Marks} < 70$
$7.0 \leq \text{CGPA} \leq 7.99$	B+	Good	$55 \leq \text{Marks} < 60$
$6.0 \leq \text{CGPA} \leq 6.99$	B	Average	$50 \leq \text{Marks} < 55$
$5.0 \leq \text{CGPA} \leq 5.99$	C	Satisfactory	$40 \leq \text{Marks} < 50$
CGPA below 5.0	F	Fail	Marks below 40