

Regulation of the **Bachelor of Business Administration (Annual Scheme)** offered through Private Registration

1. Introduction

The BBA Degree Programme of the University of Kerala is designed to orient talented young people in Management Science at an early age and to encourage the development of their entrepreneurial capabilities in the light of the liberalized and competitive economic and business environment. An in depth knowledge of the basics of business administration and management will help them to take-up important assignments in business and also to undertake self-employment projects. The Syllabus of the Bachelor of Business Administration (Annual Scheme) offered through Private Registration is prepared at par with the Career Related First Degree Programme in Business Administration under the Choice Based Credit And Semester System.

2. Eligibility and Admission Procedure

The eligibility for admission to B.B.A Degree Course under the University of Kerala is a pass in the Higher Secondary / Technical Higher Secondary / Vocational Higher Secondary examination of the Kerala State Government with any subject combination or any other examination declared by the University of Kerala as equivalent thereto. The Admission procedure is through private registration as notified by the University either through online /offline.

3. Course of Study

The course of study shall comprise the study of the following subjects and should be completed within a minimum period of 3 years.

1st Year

Sl. No.	Subject Code	Course Title
1	BBAP01	English Language Skills for Communication
2	BBAP02	Environmental Studies
3	BBAP03	Principles of Management
4	BBAP04	Managerial Economics
5	BBAP05	Quantitative Methods for Management
6	BBAP06	Business Environment

2nd Year

Sl. No.	Subject Code	Course Title
1	BBAP07	Marketing Management
2	BBAP08	Financial Management
3	BBAP09	Human Resources Management
4	BBAP10	Production and Operations Management
5	BBAP11	Business Laws
6	BBAP12	Accounting for Managers

3rd Year

Sl. No.	Subject Code	Course Title
1	BBAP13	Strategic Management
2	BBAP14	Financial Markets and Services
3	BBAP15	Foreign Trade
4	BBAP16	E-Commerce and Cyber Laws
5	BBAP17	Corporate Taxation
6	BBAP18	Entrepreneurship Development
7	BBAP19	Case Study Analysis

4. Examination and Results

There will be University Examinations at the end of every academic year.

- a) For each year, the examination will have 100 marks.
- b) There will be supplementary examinations for failed candidates.
- c) A candidate who has failed in any subject shall be given a maximum of two Additional chances for securing a pass in the subject.

5. Time Limit for the Completion of Programme

A candidate shall be required to complete the programme within a period of seven years after joining the programme.

6. Pass Minimum

- (a) No candidate shall be declared eligible for the degree of Bachelor of Business Administration unless he/she has the course of studies prescribed and passed the examination in all the subjects.
- (b) A candidate is declared to have passed in a subject if he/she obtains not less than 35% of the marks for each subject.

5. Classification of Successful Candidates

Successful candidates who obtain not less than 80% of marks aggregate may be placed in First Class with Distinction.

Successful candidate who obtain less than 80% and not less than 60% marks in aggregate shall be placed in the First class.

Successful candidate who obtain less than 60% and not less than 50% marks in aggregate shall be placed in the Second class.

Candidates who pass any subject in more than one attempt shall not be classified according to the above provisions.

6. Registration for Examination

A candidate for the First year, Second year or Third year Bachelor of Business Administration Degree Examination shall be required to register himself for the whole examination at his first appearance.

A candidate who has not registered for the first year examination shall not be permitted to continue the course of study in the second year.

A candidate who has not registered for the second year examination shall not be permitted to continue the course of study in the third year.

7. Improvement of results

A candidate who has appeared for the First year Degree Examination at the end of the First year of the course shall be allowed to appear again for the examination in the Second year examination and a candidate who has appeared for the Second year Degree Examination at the end of the Second year of the course shall be allowed to appear again for the examination in the Third year examination with a view to improving the results of the examination. The higher marks secured by him will be taken into account for declaring the results.