

Chh. Shahu Institute of Business Education & Research Trust's

V.P. INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH, SANGLI

Affiliated to the Shivaji University, Kolhapur and Accredited by NAAC



PROSPECTUS

BACHELOR OF BUSINESS ADMINISTRATION (B.B.A)

Faculty of Commerce & Management

Course Structure under

Choice Based Credit System (CBCS)

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1. INTRODUCTION

Chh. Shahu Institute of Business Education and Research (SIBER) Kolhapur, the most prestigious B-School of SW. Maharashtra is unique in many respects. Firstly, the Institute was established way back in 1970s when only the Founder Chairman Dr. A.D. Shinde because of his vision and foresight could visualize the importance of management education in the years to follow. Secondly the Institute is fully committed to the cause of education in management and allied areas. Finally and most importantly, SIBER is the only B-School which has been conferred with the most coveted status of an Autonomous Institute by Shivaji University, Kolhapur, with the concurrence of the Government of Maharashtra and the University Grants Commission, New Delhi. All this speaks volumes of the achievements of the Institute and also reflects on its potential for excellence.

It was after soaring new heights and successfully running of SIBER that the Trust realised the long felt need of starting yet another Management Institute in the adjacent District of Sangli which finally culminated in the setting up of the V.P. Institute of Management Studies & Research (VPIMSR) in Sangli in 1984 affiliated to the Shivaji University, Kolhapur. The establishment of VPIMSR proved a blessing in disguise for the rural youth of this area because it is the only Institute which caters to the specific needs of the students coming from the countryside and of those from the less privileged classes who cannot afford to join the ostentatious B-Schools in cities for pursuing their academic goals. VPIMSR will enable the students of this area to venture into the ever expanding dynamic world of business and come out with flying colours in life.

A distinct feature of the VP. Institute is that it is the only one which has been granted permanent affiliation by Shivaji University, Kolhapur to conduct the MBA Programme. The Institute gives an opportunity to the students to expose their latent talents and to excel in whatever they choose the study.

Vision:

- To foster ideas, courage determinations and to promote equal opportunities in higher education to the student community.
- To educate and prepare student community for professional excellence in an ever- changing complex business globe.

Mission:

- By adopting variety of modern pedagogies to facilitate the students in understanding, developing, interaction and applying core and specialized concepts and practices and to prepare students academically up-dated and professionally capable to accept and face the future challenges of market needs in the field of information technology, industrial automation and various functional areas of management.

2. BASIC INFORMATION OF THE COURSE**Program Outcomes:**

After completing the BBA course the students would be able to:

1. Identify the different functional aspects of business world and recognize different opportunities of business.
2. Acquire the different skills necessary for the professional attitudes.
3. Demonstrate a global outlook with the ability to identify aspects of the global business and cross cultural understanding.
4. Identify the problems and challenges and inculcate the capability to cope with the spontaneous changes.
5. Analyze the importance of innovation and research, tackle the contemporary needs and accordingly grab the opportunities.
6. Develop effective and oral communication especially in business applications, with the use of appropriate technology.

3. Pattern of CBCS: the pattern for the purpose of Semester end examination shall be as mentioned below:

- I. **B.B.A Sem I & II:** 50 marks University Semester end examination and 50 marks internal

examination for each theory paper in each semester.

II. B.B.A. Sem III & IV: 50 marks University Semester end examination and 50 marks internal examination for each theory paper in each semester except Environmental Studies. only for Environment studies in Semester IV, 70 marks shall be for University examination for Theory paper and 30 marks for Project work.

III B.B.A. Sem V & VI: 50 marks University Semester end examination and 50 marks internal examination for each theory paper in each semester

Compulsory Civic Course (CCC)

For Sem I and Sem V there shall be Compulsory Civic Courses under self Study Mode which are as follows:

Sem I:CCC- I : Democracy, Elections and Good Governance (non-credit)

Sem V : CCC-II: Constitution of India and Local Skill Development (non- credit)

Skill Enhancement Course (SEC)

For Sem II and Sem VI there shall be Compulsory Skill Enhancement Courses under self Study Mode which are as follows:

Sem II : SEC-I : Any one from following (i) to (v) (Non-Credit)

i)Business Communication & Presentation ii) Event Management iii) Personality Development iv) Yoga & Physical Management
v)Resume, Report &Proposal Writing

Sem IV : SEC-II Any one from following (vi) to (x) (Non-Credit)

vi) Interview & Personal Presentation Skill
vii) Entrepreneurship

Development viii) Travel & Tourism ix) E-Banking & Financial Services
x)

RTI & Human Right Education (HRE), IPR & Patents.

- These courses are of self study mode. The study material of all above courses will be made available on University Website.
- The examination of each of the course will be of 50 marks having 25 MCQ questions. Minimum 20 marks (40%) out of 50 are required for passing.
 - The duration of examination shall be 60 minutes
 - The examination shall be conducted at the college level
 - The list of all candidates along with marks is to be submitted by the Principal to the University
 - The degree will be awarded only after successful completion of these courses
 - The performance of students regarding Non-Credit Courses (CCC & SEC) shall be separately mentioned in Result sheet as Pass or Fail

4. Credit distribution chart for B.B.A Program with Course Code

Course Name	Total Courses (Papers)	Total Credits	% in Total Course
CC: Core Course	18	72	58
AECC: Ability Enhancement	05	20	16
GEC: Generic Elective Courses	04	16	13
DSE: Discipline Specific Elective	04	16	13
Total	31	124	100

5. Duration

1. The program shall be a Full Time program.
2. The duration of program shall be three years.
3. The program shall be run on self-supporting basis.
4. Student has to complete the program within six years i.e. 3+3 years.

6. Number of Students:

A batch shall consist of not more than 80 students

7. Eligibility:

A candidate for being eligible for admission to the Degree Course in Business Administration shall have passed XII Std. Examination with minimum qualifying marks for the candidates from all the categories will be 45% of the Maharashtra Board of Higher Secondary Education or its equivalent or any Diploma or MCVC of not less than two years.

8. Medium of Instruction:

The medium of instructions shall be in English.

9. Teachers Qualification:

As per rules and regulations of Shivaji University, Kolhapur and Govt. of Maharashtra

10. Scheme of Examination:

B.B.A. Program will be conducted through CBCS Semester pattern

There shall be a examination at the end of each semester. Each course (subject) during each semester will carry 100 marks. Out of this, 50 marks will be allotted to University theory papers and 50 marks to be given by each college through internalevaluation. Out of this, 50 marks 30 marks for mid semester test, 10 marks for internal evaluation i.e. oral for Sem – I & Sem VI , Seminar for Sem II, Home assignment for Sem III and Sem V Group Discussion for Sem IV. The remaining 10 marks of the Internal Assessment shall be based on

Attendance. The marks based on attendance shall be awarded as given below:

75% to 80%- 04 marks

81% to 85 %- 06 marks

86% to 90 %- 08 marks

91% to 100% - 10 marks

The record of all internal marks should be strictly maintained by faculty member. Each student should prepare seminar / Home assignment of 2 to 3 pages and Group discussion report submit to related faculty.

Field visit: Sem V

The candidate shall visit to respective firms/organizations/ markets/companies for whole semester and prepare a mini project on field visit. The faculty shall organize and guide to the candidate regarding field visit and preparing the report. The report shall evaluate by the faculty at the end of Sem V. and submit the marks online as well as hard copy. The faculty should keep the record properly.

Project Report and Viva-voce –Sem VI

- I. The project report in the sixth semester carries 100 marks (70 marks for project and 30 marks for viva-voce. There shall be single evaluation of project report and this will be done simultaneously along with vive-voce.

- II. Examiners (university appointed) shall evaluate project report and conduct viva-voce and chairman should filling online marks and hard copy submit to the University examination department. The viva-voce committee appointed by University should have two experts and one should be Chairman of committee.

11. Workload (period/Lectures for each Course)

For every semester 48 periods (60 minutes per period) are allotted to complete the syllabus of each Course (Subject)

12. Standard of Passing:

- I. A candidate must obtain minimum 40% of the marks in each University and internal examination paper as well as mini and major project report.
- II. For environmental studies Semester IV the candidate shall have to score 28 marks out of 70 marks theory paper and 12 marks out of 30 for project work.
- III. There shall be a separate head of passing in Theory and Internal examination.
- However, ATKT rules shall be made applicable in respect of theory paper (University Examination) only.
- IV. A candidate who fails in any number of subjects during semester – I & II shall admitted to B.B.A.-II (appear for semester –III & Semester IV examination)
- V. However the candidate shall not be admitted to B.B.A.-III (Semester-V) unless he/she passed in all the subjects at B.B.A.-I (Semester-I & Semester-II)
- VI. A candidate who fails in any number of subjects during Semester-III & IV shall be admitted for B.B.A.-

III & allowed to appear for Semester –V & VI examinations.

Gradation Chart:

Marks obtained	Numerical Grade (Grade Point)	CGPA	Letter Grade
Absent	0 (Zero)	-	-
0-40	0 to 4	0.0 to 3.99	Fail
41-50	5	4.00 to 4.99	C
51-60	6	5.00 to 5.99	B
61-70	7	6.00 to 6.99	B+
71-80	8	7.00 to 7.99	A
81-90	9	8.00 to 8.99	A+
91 to 100	10	9.00 to 10.0	O Outstanding

Note:

- i) Marks obtained ≥ 0.5 shall be rounded off to next higher digit
- ii) The SGPA & CGPA shall be rounded off to 2 decimal points

Calculation of SGPA & CGPA

1. Semester Grade Point Average (SGPA)

SGPA = $\frac{\text{Course credits} \times \text{Grade Points obtained of a semester}}{\text{Course credits of respective semester}}$

2. Cumulative Grade Point Average (CGPA)

CGPA = $\frac{\text{Total credits of a semester} \times \text{SGPA of respective semester of all semesters}}{\text{Total course credits of all semesters}}$

**Nature of Question Paper: (for all courses
of BBA program)**

**QUESTION PAPER
PATTERN**

**FOR ALL
SEMESTERS**

Duration: 2 Hours

Total Marks –
50

Instructions: -

- 1) All Questions are compulsory
- 2) Figures to the right indicate marks

Nature of Questions:-

Q.1 Broad Question 15

OR

Q.1 Broad Question 15

Q.2 Write Short Answers (Any Two) 20

a)

b)

c)

d)

Q.3 Write Short Notes (Any Two) 15

a)

b)

c)

d)

Note:-

The above nature of question paper is applicable for all the courses of B.B.A. program for all six semesters.

3. STRUCTURE OF THE COURSE:

Semester -I		Semester -II	
Course code	Course (subject)	Course code	Course (subject)
Core course			
CC-A1	Fundamental of Business Management	CC-A4	Advanced Accountancy
CC-A2	Principles of Marketing	CC-A5	Human Resource Management
CC-A3	Micro Economics	CC-A6	Macro Economics
General Elective Course			
GEC-G1	Information Technology in Busi. Mgt.	GEC-G2	Management Information System
Ability Enhancement Compulsory Course			
AECC-C1	Business Communication paper I	AECC-C2	Business Communication paper II
Compulsory Civic Course (CCC)/Skill Enhancement Course (Compulsory)*			
CCC-1	Democracy, Elections and Good Governance (Non- Credit)	SEC-I	Any one from- Business communication& presentation/Event Management/Personality Development/Yoga & physical Management /Resume, Report & Proposal Writing
<ul style="list-style-type: none"> The syllabus for Compulsory Civic Course (CCC) and Skill Enhancement Course are provided on university website, 			

Semester -III		Semester -IV	
Course code	Course (subject)	Course code	Course (subject)
Core course			
CC-B1	Fundamental of Entrepreneurship	CC-B4	Entrepreneurship Project Management
CC-B2	Cost Accountancy	CC-B5	Management Accounting
CC-B3	Service Marketing	CC-B6	Rural and Retail Marketing
General Elective Course			
GEC-G3	Forms of Business organisation.	GEC-G4	Research Methodology
Ability Enhancement Compulsory Course			
AECC-C3	Statistical Techniques	AECC-C4	Statistics for Decision Making
AECC-EVS	Environmental Science		

Semester -V		Semester -VI	
Course code	Course (subject)	Course code	Course (subject)
Core course			
CC-C1	Fundamental of Business Law	CC-C4	Fundamental of Taxation
CC-C2	Human skills	CC-C5	Business Ethics
CC-C3	Management Historians	CC-C6	Organizational Behaviour
Discipline Specific Elective - Marketing			
DSE-A1	Digital Marketing	DSE-A3	International Marketing
DSE-A2	Field visit /Report (mini project)	DSE-A4	Project -major
Discipline Specific Elective - Finance			
DSE-B1	Financial Management	DSE-B3	Business finance
DSE-B2	Field visit /Report (mini project)	DSE-B4	Project- major
Discipline Specific Elective –Human Resource Management			

DSE-C1	Human Resource Planning	DSE-C3	Human Resource Development
DSE-C2	Field visit /Report (mini project)	DSE-C4	Project- major
Compulsory Civic Course (CCC)/Skill Enhancement Course (Compulsory)			
CCC-2	Constitution of India and Local Self Government (non Credit)	SEC-II	Any one from- Interview & Personal Presentation Skill/Entrepreneurship Development Skill/Travel & Tourism/ E-Banking & Financial Services/RTI & Human Right Education (HRE), IPR & Patents

Note

CC: Core Course: All Courses are compulsory

DSE: Discipline Specific Elective: Candidate has to select any one elective from Marketing /Finance/Human Resource Management

Credit distribution chart for B.B.A Program with Course Code

Course Name	Total Courses (Papers)	Total Credits	% in Total Course
CC: Core Course	18	72	58
AECC: Ability Enhancement	05	20	16
GEC: Generic Elective Courses	04	16	13
DSE: Discipline Specific Elective	04	16	13
Total	31	124	100

4. Fee Structure:

Particulars	BBA-I	BBA-II	BBA-III
Development fee	50	50	50
Tuition fees	6100	6100	6100
(A) Total	6150	6150	6150
Other Fees			
Admission/Form	50	50	50
Computer fee	500	500	500
Gym.fee	0	0	0
I Card	25	25	25
Library fee	400	400	400
Study material	0	0	0
Term fee	0	0	0
(B) Total	975	975	975
	UNIVERSITY FEES		
Agrani College	50	50	50
Aptkalin Nidhi	10	10	10
Ashwedmedh	25	25	25
E-facilities	50	50	50
Eligibility fee	100	0	0
Env.studies fee	0	355	0
Insurance fee	25	25	25
P.G.Registration	0	0	0
Pro-rata	30	30	30
S.A.F.	15	15	15
S.W.F.	15	15	15
T.C.Fee	0	0	0
Youth festival	40	40	40
Self Finance Unit	10	10	10
Exm.fee	990	990	990
(C) Other Fees	1360	1615	1260
Total Fees (A+B+C)	8485	8740	8385
Library Deposits	200	0	0

University Eligibility fees and Examination fees will be charged separately as per the directives of Shivaji University, Kolhapur.

5. Details of Infrastructural facilities

a) Library: Well staged central library for all departments with J-Gate and EBSCO e-journal

b) Computing:

- Name of the Internet Provider : Airtel
- Available Bandwidth : 155 Mbps Landline and Leased Line & Wi-Fi
- Class Rooms : Class rooms are equipped with ICT facility
- Laboratories : 3 Computer Labs with recent configurations

c) Support structures

1. ICT enabled classrooms.
2. Seminar hall equipped with Video conferencing facility
3. State of art computing facilities.
4. Language lab with multimedia facility.
5. Library with offline and online resources.
6. Auditorium hall for co-curricular activities
7. Moodle and Fedena software system.

d) Teaching-Learning methods

- Seminar method
- Case study method
- Group discussion method
- Lectures were organized via video conferencing in seminar hall
- Mini projects (Individual and group based projects) in individual subjects
- Research paper publication in conference/seminars/journals
- Guest lectures
- Remedial classes for slow learners
- Cash prize test for improving employability skills
- BEC (Business English Communication) classes for all students (The fees are borne by the Institute.)
- Foundation classes for freshers.
- Inter and Intro-collegiate competitions.
- Book bank scheme for meritorious and economically poor students.

6. Other Facilities

a) Industrial interaction/Visit

With prior permission of Principal, the placement cell along with the students visits the industries, to observe and understand their work culture and to know departmental communication procedure.

b) Career Counseling

Placement officer provides guidance to the students on various issues pertaining to competitive examinations such as structure of examination, guidance for preparation of examination, personal interviews at regular intervals through formal as well as informal interaction with them. The students are trained for interviews by conduction of activities like Field work, Mini Project, Role play, Debates, Mock interview, Group discussion, General and technical aptitude test etc.

रॅगींग -

सन १९९९ महाराष्ट्र शासन राजपत्र अधिनियम क्रमांक ३३ नुसार महाराष्ट्र राज्यात शैक्षणिक संस्थामध्ये रॅगींग करण्याची मनाई करण्यात आली आहे. शासनाचे पत्रानुसार रॅगींग (शारीरिक व मानसिक छळ) केलेले कोणी आढळल्यास त्यास दोन वर्षे कारावासाची शिक्षा व दहा हजार रुपयापर्यंत द्रव्यदंडाची शिक्षा होण्यास पात्र असेल. रॅगींग अपराध सिद्धापरधी ठरलेल्या कोणत्याही विद्यार्थ्यास संस्थेतून काढून टाकणेत येईल व काढून टाकल्याच्या दिवसापासून ५ वर्षांच्या कालावधीपर्यंत कोणत्याही इतर संस्थेत प्रवेश देता येणार नाही

c) Scholarship/Fee Concession

The Institute follows the norms set by the Government for scholarship to SC/ST/OBC/Women/Economically Weaker sections/ Differently abled/Minority community and other.

Besides Government scholarship, the Institute contributes 50% and 20% of tuition fees of the girl students of DBM and the students of BBA/BCA program respectively, who are deprived from any other kind of scholarship.

7. GENERAL INSTRUCTIONS

- Candidate should carefully read, before being admitted, the prospectus issued by the Institute as well as the relevant University publications. The rules contained in the course as well as those made by the Institute and changes made therein, from time to time, shall be binding on the candidate and on his / her guardians.
- Candidates are admitted to the course, subject to the rules of Shivaji University. Kolhapur as to the eligibility, grant of terms etc.
- The fees prescribed by the University for the course must be paid at the time of admission. Failure to do so shall result in cancellation of admission.
- If a candidate is entitled to any Government Scholarship or Freeship, the amount of such scholarship or freeship will be paid to him / her only when it is actually received by the Institute from the appropriate authorities.
- For the grant of two terms and for eligibility to fill in the University Examination Form of the course, candidate must attend at least 80% of the lectures for the course as laid down by the University.
- No candidate shall be considered to have pursued course of study unless he / she is certified by the Principal to have attended at least 80% of the lectures and satisfactorily completed all the tutorials, seminars and internal work as laid down by the University.
- Every candidate must attend the classes regularly and complete his / her class work, tutorials, seminars and assignments within the stipulated period. Attendance for periodical test and surprise tests conducted from time to time is compulsory.
- All the submissions with respect to the internal marks have to be done in the allotted time only. Late submissions are not allowed.

- The students will be exposed to the business world through constant liaison and interaction with the industry and faculty of leading Management Institutes.
- A very high standard of discipline, regularity and punctuality is expected from the candidates, failure of which will be viewed seriously in judging the performance of a candidate.
- No candidate shall be allowed to appear for the University Examination unless he / she satisfies all the rules and regulations laid down by the University.
- Fees are not refundable on any account except the amounts paid as Library Deposit and Caution Money. Whenever admission of a student is to be cancelled by him / her, the student should intimate to the Principal in writing, with the written consent of his / her guardian.
- The students are required to be in the prescribed dress code on the campus on the stipulated days and when the occasions demand.
- The code of conduct as laid down by the Institute is required to be strictly followed by the students.

SHIVAJI UNIVERSITY, KOLHAPUR

Sr. No. **Nº 000763**



C E R T I F I C A T E

This is to certify that University approval is given to *Vasantraodada Patil Institute of Management Studies and Research, Wanleswadi, Tal.Miraj, Dist.Sangli* to conduct the following courses for the academic year 2019-20.

ENGINEERING FACULTY

M.B.A. Part I & II

Permanent Affiliation

Intake 60

Govt. Recent Approval
University Approval
A.I.C.T.E. Recent Approval

- एनजीसी/३५९४/एमबीए/७४९७/मशि-३ दि. २१/०७/१९९४
- PG/Affi./VYJ/5131, Date. 02/08/2005
- Westem/1-4259311068/2019/EOA Date 10 April, 2019

M.Com. I & II

Non Grant Division - 1

Permanent Affiliation

Govt. Recent Approval
University Approval
Course

- शिक्षणसेयो/म.शा./क्र.यकेएफ/१०८३/६५२(ममु)/(७४९८)विशि-३, दि.०२/०५/१९८४
- PG/Affi./VYJ/5131, Date. 02/08/2005
- M.Com. Intake 50

D. B. M.

Non Grant Division - 1

Permanent Affiliation

Intake 60

Govt. Recent Approval
University Approval
Course

- शिक्षणसेयो/म.शा./क्र.यकेएफ/१०८३/६५२(ममु)/(७४९८)विशि-३, दि.०२/०५/१९८४
- PG/Affi./VYJ/5131, Date. 02/08/2005
- D. B. M. All Syllabus

D. I. T.

Non Grant Division - 1

Permanent Affiliation

Intake 60

Govt. Recent Approval
University Approval
Course

- यकेएफ/१०८३/६५२(ममु)/(७४९८)विशि-३, दि.०२/०५/१९८४
- PG/Affi./VYJ/5131, Date. 02/08/2005
- D. I. T. All Syllabus

B.B.A

Non Grant Division

Intake 80

Govt. Recent Approval
University Recent Approval
Course

- क्र.शिविसं-२००६/(२३१/०६)/मशि-३, दि. २१/०६/२००५
- शिवाजी.वि./संलग्नता/टी-२/विद्यापरिषद बैठक, दिनांक.२४/०५/२०१९.
- All Syllabus

B.C.A.

Non Grant Division

Intake 80

Govt. Recent Approval
University Approval
Course

- क्र.शिविसं-२००६/(२३१/०६)/मशि-३, दि. २१/०६/२००५
- शिवाजी.वि./संलग्नता/टी-२/विद्यापरिषद बैठक, दिनांक.२४/०५/२०१९.
- All Syllabus

Registrar
Shivaji University,
Kolhapur

SHIVAJI UNIVERSITY, KOLHAPUR

Sr. No. **000761**



P.G.D.C.A. Non Grant Division

Intake 60

Govt. Recent Approval
University Approval
Course

- क्र.शिविसं-२००६/(२३९/०६)/मशि-३, दि. २९/०६/२००५
- शिवाजी.वि./संलग्नता/टी-२/विद्यापरीषद बैठक, दिनांक.२४/०५/२०१९.
- P.G.D.C.A. All Syllabus

M.C.A. Part I, II & III

Intake 60

Govt. Recent Approval
D.T.E. Approval
University Approval
A.I.C.T.E. Approval

- संकीर्ण-२०१०/८९८८/२०१०/ताशि-४ दि. ३०/०७/२०१०
- २/एनजीसी/मान्यता/२०१०/२३७४/दि. ०८/११/२०१०
- शिवाजी.वि./संलग्नता/टी-२/विद्यापरीषद बैठक, दिनांक.२४/०५/२०१९.
- Western/1-3323617026/2017/EOA Date 30 March, 2017

B.B.A. II, B.C.A. II

University Circular
Compulsory

- SU/BOS/Env.sy1/Dhawani/11594/11125, Dtd.16 March, 2005
पर्यावरणअभ्यास

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Place: KOLHAPUR No **5 71 1**
Date : **- 6 JUN 2019**


Registrar,
Shivaji University,
Kolhapur.