

INFORMATION BROCHURE FOR ADMISSION INTO 3-YEARS. DEGREE IN BUSINESS ADMINISTRATION THE SESSION – 2023-24

Established in 1944, Fakir Mohan Autonomous College, Balasore, is one of the premier institutions of Higher Education of advanced learning in the State. It has been covered Under Section 2 (f) & 12(b) of UGC Act, 1956 and is functioning as an Autonomous College since 1999-2000. It was conferred the status of "College with Potential for Excellence (CPE)" in 2006-07. The College was accredited by NAAC with 'B++' Grade in 2005-06 and has been re-accredited with 'B' Grade by NAAC in 2014 and in 2019. The college has been approved by Higher Education Department, Odisha for running B.B.A. Degree in Business Administration since 2002-2003 onwards.

INTRODUCTION:

The Department of BBA was instituted to impart quality education at low cost to the students of Balasore amidst mushroom growth of alike institutions in the periphery. Bachelor of Business Administration is a three year full time professional course consisting of six semester examination. After successful completion of 3 years, BBA (Hons with two Specialisation, Finance and Marketing Management and Human Resource Management) Degree will be awarded which will be equivalent to any of the graduation degree provided by FM University Balasore. This programme was started in the academic session 2002-2003 and it has not only thoroughly opened the gate of self-employment but has given enthusiasm among the minds of the students who are job blind.

The College with all its glorious academic achievement and ceaseless scholastic pursuits had already created a distinct niche for itself in India and beyond. The world is witnessing a high-tech revolution with changes in science, technology, commerce and industry. The world now believes that knowledge is everything. With opening up of world economy by way of globalisation, liberalisation and privatisation processes, all the business sectors are witnessing a tremendous growth. The whole economy is undergoing a tremendous transformation with many new sunrise sectors like financial services, consultancies etc. coming up. The service sector is outstripping the manufacturing sector in growth. A career in these sectors involves challenging work, high growth opportunities, lucrative pay packets and a professionally challenging work environment. The job market is undergoing a metamorphosis. This is creating a huge demand for careers in Commerce and Business. This has led to huge change in the way we teach and deliver business studies courses. Commensurate with the times and taking into account the challenges the age of globalization and knowledge-societies pose, RU is aware of the urgent need to move towards semester-wise Choice-Based Credit System (CBCS) and Continuous Assessment and Grading Pattern (CAGP). Agencies like UGC and NAAC have been advocating CBCS and CAGP. A number of universities and institutes of higher learning in the country have already adopted CBCS and CAGP. Under the banner of Department of Business Administration three year (six semesters) BBA is continuing. The corporate world is dynamic and the changes are so severe that a series of new concepts and techniques are fast coming into being and the earlier and traditional ones are becoming obsolete.

This situation has given rise to the need for restructuring the curricula of Management education at all levels so as to make it meaningful and compatible with the changing business scenario and introduce the concepts and techniques among the management teachers to further channelize and streamline their contribution. By introducing more and more professional skills, we need output of graduates and researchers to be of the best quality in the world.

Our vision is to be recognized as an outstanding institution in developing business ideas and talents which contribute to the knowledge society as well as will create economic opportunity in Balasore and globally.

To adhere to our core values and pertain responsibilities in providing qualitative education, innovative ideas and a sense of ethical thought process and to ensure the quality of the subjects by indiscriminating assessment practices. Excellence, Integrity, Team work, Creativity, Transparent culture, Change and Development.

OBJECTIVES OF THE B.B.A DEGREE PROGRAMME

Bachelor of Business Administration has a distinct objective to equip the students with knowledge, skills and attitude to become more suitable for the emerging job market and higher studies. The syllabus has been designed student-centred where there is flexibility for the students to have a greater choice of courses appropriate to their interest and needs. The Student has the flexibility to opt for one discipline specific course out of Marketing, Finance and Human Resource. For the award of Bachelor degree in Business Administration, the student has to clear 26 papers of 100 marks each in 6 semesters with 148 total credit points.

DURATION

The study programme leading to Bachelor in Business Administration of the Fakir Mohan Autonomous College, Under Fakir Mohan University, Balasore, Odisha shall be conducted by the Department of Business Administration for the duration of three years (6 semesters).

ELIGIBILITY

45% marks in aggregate in the qualifying examination (Higher Secondary) without the marks in extra optional (if any). A relaxation of 5% of marks shall be given in favor of SC & ST applicants.

BBA COURSE STRUCTURE

Sl.	Course name	Course Code	Full Marks	End-term Marks	Mid-term Marks	Credit
Semester I						
1.1	English	AECC-1	100	80	20	4
1.2	Financial Accounting	CC-1	100	80	20	6
1.3	Business Law	CC-2	100	80	20	6
1.4	Business Economics	GE-1	100	80	20	6
Total			400			22
Semester II						
2.1	Environmental Science	AECC-2	100	80	20	4
2.2	Statistics for Business Decision	CC-3	100	60 Theory 25 Practical	15	6
2.3	Fundamental of Management & OB	CC-4	100	80	20	6
2.4	Cost Accounting	GE-2	100	80	20	6
Total			400			22
Semester III						
3.1	Computer Application in Business	CC-5	100	60 Theory 25 Practical	15	6
3.2	Principles of Marketing	CC-6	100	80	20	6
3.3	Corporate Accounting	CC-7	100	80	20	6
3.4	Business Mathematics	GE-3	100	80	20	6
3.5	Quantitative & Logical thinking	SEC-1	100	80	20	4
Total			500			28
Semester IV						
4.1	Business Research	CC-8	100	80	20	6
4.2	Human Resource Management	CC-9	100	80	20	6
4.3	Financial Management	CC-10	100	80	20	6
4.4	Entrepreneurship	GE-4	100	60 Theory 25 Practical	15	6
4.5	English Communication	SEC-2	100	80	20	4

Total			500			28
Semester V						
5.1	Operation Research	CC-11	100	80	20	6
5.2	Management Accounting	CC-12	100	80	20	6
5.3	<i>Elective I (Any one of the following)</i>					
A. Finance	Investment Banking & Financial Services	DSE-1	100	60 Theory 25 Practical	15	6
B. Marketing	Consumer Behaviour	DSE-1	100	60 Theory 25 Practical	15	6
C. HR	Human Resource Development: Systems and Strategies	DSE-1	100	60 Theory 25 Practical	15	6
5.4	<i>Elective II (Any one of the following)</i>					
A. Finance	Security Analysis & Portfolio Management	DSE-2	100	80	20	6
B. Marketing	Advertising & Brand Management	DSE-2	100	80	20	6
C. HR	Performance and Compensation Management	DSE-2	100	80	20	6
Total			400			30
Semester VI						
6.1	Business Policy & Strategy	CC-13	100	60 Theory 25 Practical	15	6
6.2	Financial Institution & Market	CC-14	100	80	20	6
6.3	<i>Elective III (Any one of the following)</i>					6
A. Finance	Working Capital Management	DSE-3	100	80	20	
B. Marketing	Marketing of Services	DSE-3	100	80	20	
C. HR	Cross Cultural Human Resource Management	DSE-3	100	80	20	6
6.4	<i>Dissertation</i>	<i>DSE-4</i>	<i>100</i>	100 50 Project 50 Viva-Voce		6
Total			400			24
Grand Total			2600			148

Mark Distribution of the mentioned papers is as follows

COURSE	CREDIT	MARKS
Core Course	14 x 6 = 84	14 x 100 = 1400
Discipline Specific Elective Course	4 x 6 = 24	6 x 100 = 600
Generic Elective Course	4 x 6 = 24	4 x 100 = 400
Ability Enhancement Course	2x4=8	
Skill Enhancement Course	2x 4 = 8	2x 100 = 200
TOTAL	148	2600

LETTER GRADES AND GRADE POINTS

It is recommended to adopt 10-point grading system with the Letter grades as given below: A student obtaining Grade F and Ab shall be considered failed and will be required to reappear in the examination.

GRADES AND GRADE POINTS

Letter Grade	Grade Point
O (Outstanding)	10
A+ (Excellent)	9
A (Very Good)	8
B+ (Good)	7
B (Above Average)	6
C (Average)	5
P (Pass)	4
F(Fail)	0
Ab (Absent)	0

SELECTION PROCEDURE, FEES:

- The minimum qualification for admission into the B.B.A Degree Programme is +2 *pass or its equivalent* from any recognized Board/Council/University.
- Reservation at SC, ST, PH and other categories would be as per the existing policy of the *State i.e. Government of Odisha*.
- There is no age bar for admission into the programme.
- The course will be of 3 years duration comprising 6(six) Semesters *with 180 credits* (maximum 2700 hours of class).

The *maximum student intake is 60* and selection will be made *on the basis the marks secured in +2 examinations or its equivalent examinations.*

ADMISSION FEES AND COURSE FEES:

FEE STRUCTURE OF B. VOC PROGRAMME FOR 2023-24			
	1 st Year (1 st and 2 nd Semester)	2 nd Year (3 rd and 4 th Semester)	3 rd Year (5 th and 6 th Semester)
COURSE FEES	12000.00	10000.00	8000.00
TOTAL=	12000.00	10000.00	8000.00

PLACEMENT:

The B.B.A. Degree programme will have a Placement Cell to facilitate placement to pass out students. The pass out students can participate in the job fairs organized by the different organization of India. Further, different small or large Business, industries will be invited for campus selection drives for the placement of students. Apart from that, the Industry Partner(s) will also provide placement to some of the pass out students as per requirement. However, placement cannot be guaranteed to all pass out students. It is subject to requirement of the Industry Partner(s) and demand in the job market.

APPLICATION PROCEDURE:

- i. The application form and admission brochure can be downloaded from the college website www.fmcollege.nic.in The candidate can send the application form duly filled in along with requisite documents and the acknowledgement receipt towards remittance of **Rs. 200.00** (Rupees two hundred) only through NEFT/RTGS to Account no. 50200047026807, IFSC - HDFC0005340, HDFC Bank, Proof Road Branch Balasore towards application fee payable in favour of Principal, Fakir Mohan Autonomous College, Balasore by Registered Post. The application form along with requisite documents and Rs. 200.00 in cash can also be deposited in the college during the office hour. **The last date of submission of filled in application form is 7th July, 2023 by 4.00 P.M.**
- ii. The applicants are required to fill-in the form and furnish necessary information as required therein. They shall fill-in the main application form(s), Acknowledgement/Index Card. The applicant is advised to collect the Index card while submitting the form. The out-station candidates may send their application form along with relevant documents through registered Post/Speed Post to **"The Principal, F.M. (Autonomous) College, Balasore-756001"**. **ALL APPLICATIONS DULY FILLED IN MUST REACH THE OFFICE ON OR BEFORE THE LAST DATE i.e. 7th July, 2023 by 4.00 P.M.**
- iii. Documents to be submitted along with the application form: (All **self-attested documents** are to be written **"Submitted by me"** and **signed by the candidates**)
 - a) Self attested copy of Mark sheet of +2 pass or its equivalent Examinations.
 - b) Self attested copy of Board Certificate of H.S.C/Matriculation or its equivalent Examinations and +2 Certificate.
 - c) Self attested copies of caste certificate (in case of SC/ST/PH candidates) Ex-Serviceman certificate along with the discharge certificate/physically Handicapped certificate, whichever is applicable.
 - d) Self attested copy of AADHAR card.

RESERVATION OF SEATS:

The seats will be reserved for different categories like SC/ST /PH/Ex-Servicemen etc as per the existing **State Government Rules** for admission.

1. ADMISSION INFORMATION:

- i) Selection list will be notified on the Notice Board of the College and in the College web site www.fmcollege.nic.in.
- ii) Selected candidates will be intimated through Registered Post/Speed Post/WhatsApp on due time.

2. INTERPRETATION OF RULES:

In matters of dispute relating to any of the rules and procedures the decision of the Principal shall be final and binding.

3. CHANGES IN RULES:

The rules/ information given herein are subject to change at any time.

4. DRESS CODE:

The details of College Uniform will be intimated to the students on the date of admission.

5. AUTHORITY:

In case of dispute on any other matter, the interpretation and decision of the Principal, Fakir Mohan (Autonomous) College, Balasore shall be final and binding.


23/3/23
PRINCIPAL
Fakir Mohan (Autonomous) College, Balasore