



## **DEPARTMENT OF MANAGEMENT**

***KMEA College of Arts and Science,  
Kuzhivelipadi Kochi 683561***

### **WELCOME TO THE DEPARTMENT**

Department of Management, provides BBA (Honours) Four Year Undergraduate Programme (FYUGP)(8 Semesters) focused on intensive management education. The curriculum covers core areas like Marketing, Finance, HR, and Operations through case studies, internships, and project work. It includes core courses, minors, and interdisciplinary subjects, with options for research.

An Expert Committee was constituted for the implementation of the AICTE Regulations. The committee drafted the regulations for the BBA programme, namely MGU\_ BBA, BBA (HONOURS), BBA (HONOURS WITH RESEARCH) REGULATIONS, 2024, as per the model Curriculum for the UG programme in Bachelor in Business Administration provided by AICTE in 2024. The Curriculum has been drafted as per the programme outcome provided by AICTE in their model curriculum.

### **CURRICULUM: BBA (HONOURS)**

The programme follows the **MG University FYUGP framework**, emphasizing flexibility, multidisciplinary learning, and skill development.

### **CURRICULUM IMPARTING (PEDAGOGY)**

#### **Core Curriculum Structure (Semester 1 & 2)**

Based on the FYUGP structure:

- **Semester I:** Principles and Practices of Management, Financial Accounting, Business Statistics and Logic, Business Communication-I.
- **Semester II:** Organisation Behaviour, Marketing Management, Business Economics, Indian Constitution

### **Key Subject Areas (Semesters 3 & 4)**

- **Human Resource Management:** Definition, nature, HRM policies, recruitment, training, and GIG/virtual employees.
- **Accounting:** Cost and Management Accounting.
- **Management:** Business Research Methodology, Business Environment and Public Policy, Financial Management, Operations Management, Industrial Relations.

## **PROGRAMME OVERVIEW**

The FYUGP in BBA is a **4-year, 177-credit programme** based on outcome-based evaluation and skill-based evaluation

### **Programme Features**

- **Focus:** In-depth knowledge, analytical skills, and leadership skills.
- **Learning Methodology:** Case studies, industry interactions, and project-based learning.
- **Structure:** Follows the FYUGP Regulations with options for specialized pathways

### **Programme Objectives**

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning indifferent contexts.

2. Learner to imagine their role as a manager, entrepreneur and a leader in a business management context and ability to integrate with their positive contribution for the national interest first and also to be a responsible global citizen.

3. To be an effective communicator to present opinions, ideas, critical thinking, analysis and logical reasoning.

4. To nurture an ability to articulate a business environment with clarity and mindfulness.

5. Exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.

6. To conduct and demonstrate professional and ethical behaviour.

### **BBA(HONOURS)**

#### **PROGRAMME OUTCOMES**

<b>Programme Outcomes At the end of First Year (Y1-POs)</b>	
<b>PO - 1</b>	To conceptualize and appreciate theoretical knowledge of management domain
<b>PO - 2</b>	To appreciate the importance of effective communication skills in presenting opinions and ideas.
<b>PO - 3</b>	To nurture an ability to articulate a business environment.
<b>PO - 4</b>	To identify a problem with the help of data and logical thinking.

<b>Programme outcome at the end of the Second Year (Y2-POs):</b>	
<b>PO - 1</b>	To describe the theoretical domain knowledge along with the managerial skills
<b>PO - 2</b>	To develop effective communication skills and logical thinking.
<b>PO - 3</b>	To learn and demonstrate professional conduct.
<b>PO - 4</b>	To appreciate the importance of group work culture.

<b>PO-5</b>	To develop an ability to innovate and creative thinking.
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<b>Program outcome at the end of Third Year: Bachelor in Business Administration (BBA) (Y3-POs):</b>	
<b>PO - 1</b>	To exhibit factual and theoretical knowledge of management in general and business in particular.
<b>PO - 2</b>	To critically evaluate and analyze Indian and global business environments in different contexts.
<b>PO – 3</b>	To recognize their role as a manager, entrepreneur and a leader in a business management
<b>PO – 4</b>	To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning.
<b>PO – 5</b>	To conduct and demonstrate professional and ethical behaviour.

<b>Programme outcome at the fourth Year: Bachelor in Business Administration with Honours: BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research) (Y4-POs)</b>	
<b>PO - 1</b>	To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
<b>PO - 2</b>	To nurture an ability to articulate a business environment with clarity and mindfulness.
<b>PO - 3</b>	To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
<b>PO - 4</b>	To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams

<b>PO-5</b>	To develop an ability to solve problems and provide solutions and facilitate informed decision making.
<b>PO-6</b>	To promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.

## Semester-wise Course Distribution

### Semester-wise Summary (Courses, Credits & Hours)

Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total
<b>BBA</b>							
I	15	6*	2	2	-	-	25
II	12	6*	2	2	2	-	24
III	12	-	3	2	4	-	21
IV	16	-	-	4	3	-	23
V	8	-	-	-	4	8	20
VI	6	-	-	-	6	8	20
<b>BBA (Honours)</b>							
VII	12#				4	8	24
VIII					8##	12	20
<b>BBA (Honours with Research)</b>							
VII	12				4	8	24
VIII					20##		20

# including 4 credits for OE / online course

## Dissertation

\*AEC-OL may be online or offline

#### Category-wise distribution

	CC	AEC	MDE	VAC	SEC	DSE	Total
BBA	69	12	7	10	19	16	133
BBA (Honours)	81	12	7	10	31	36	177
BBA (Honours with Research)	81	12	7	10	43	24	177

## ASSESSMENT & EVALUATION

Regarding evaluation, one credit may be evaluated for 25 marks in a semester; thus, a 4-credit course will be evaluated for 100 marks; 2-credit courses for 50 marks. However, for tabulation purposes, courses with 1-credit will be evaluated for 50 marks and will be converted into 25 marks.

Credit	CCA	ESE	Total
4	30	70	100
3	25	50	75
2	15	35	50

Evaluation of Project/ Dissertation: The evaluation of project work shall be CCA with 30% and ESE 70%. The scheme of evaluation of the Project is given below:

Project Type	Maximum Marks	CCA	ESE
Research Project of Honours with Research(20 credits)	300	90	210
Project of Honours	100	30	70

**Grades shall be done as per the following table:**

Range of Percentage of marks	Assigned Grade
91-100	A+
81-90	A
71-80	B+
61-70	B
51-60	C+

46-50	C
40-45	D
< 40	F (Fail due to less marks)

### **Academic Monitoring and Student Support**

The academic monitoring and student support shall be in the following manner, namely Advisory System: There shall be one Senior Faculty Advisor (SFA) for each department and one Faculty Advisor (FA) for 20 to 30 students of the class to provide advice in all relevant matters. The Head of the Department, in consultation with the SFA, shall assign FA for each student.

### **Credit Structure:**

The proposed number of credits per course and the credit distribution of them for the MGU BBA(Honours) Programme are given below:

- i. An academic year shall consist of 200 working days; one semester consists of 90 working days; and an academic year consists of two semesters.
- ii. Ten working days in a semester shall be used for extracurricular activities. One semester consists of 18 weeks with 5 working days per week. In each semester, 15 days (3 weeks) should be kept aside for End Semester Evaluation (ESE) and CCA.
- iii. The maximum number of available weeks for curriculum transactions should be fixed at 15 in each semester. A minimum of 5 teaching or tutorial hours could be made available for a day in a 5-day week.
- iv. A course that includes one hour of lecture/ tutorial or two hours of lab work/ practical work/ field work/ practicum per week is given one credit hour.
- iv. One credit in a semester should be designed for 15 hours of lectures/ tutorials or 30 hours of lab work/ practical work/ field

### **Eligibility criteria for BBA (Honours with Research):**

Students who acquire minimum 75% in their graduation (upto 6th semester) are eligible for Honours with Research Programme. However if necessary, university may conduct screening test for the honours with research programme in accordance with University Regulations time to time.

## EXIT OPTIONS

Exit Level	Credits	Award
After 3 Years	133	UG Degree
After 4 Years	177	Honours Degree
Research Track	177 + Research	Honours with Research

## CREDIT TRANSFER & ACCUMULATION

- Digital credit storage via **ABC / DigiLocker**
- Credit validity: **7 years**
- Minimum **50% credits from parent university**

## ACADEMIC MONITORING SYSTEM

System	Function
Academic Coordinator	Overall programme monitoring
Senior Faculty Advisor (SFA)	Department-level academic supervision
Faculty Advisor (FA)	Guidance for 20–30 students
Advisory Meetings	Regular academic review
Grievance Redressal	Student support mechanism
Academic Software	Attendance, assessment, and tracking

## ACADEMIC FLEXIBILITY

The FYUGP framework ensures flexibility and learner autonomy through:

- Minor / Additional Major options
- Audit Courses (zero credit)
- MOOC / SWAYAM credit integration
- Flexible pace of completion (up to 7 years)

## KEY HIGHLIGHTS

- Strong integration of theory, practice, and research
- Early exposure to internships
- Multidisciplinary learning opportunities
- Career readiness across business fields

## TEACHING–LEARNING APPROACH

- The Department adopts a **learner-centric and outcome-based pedagogical approach**:

Approach	Description
<b>Blended Learning</b>	Integration of classroom teaching with digital platforms
<b>Experiential Learning</b>	Field based learning
<b>Case-Based Learning</b>	Problem-solving through real-life experiences
<b>Continuous Assessment</b>	Formative and summative evaluation methods
<b>Research Orientation</b>	Early introduction to research

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## INFRASTRUCTURE AND LEARNING RESOURCES

Facility	Details
<b>Library &amp; E-Resources</b>	Access to books, journals, and digital materials
<b>Field &amp; Internship Support</b>	Opportunities for community-based learning

## RESEARCH AND EXPERIENTIAL LEARNING

The Department promotes research and applied learning through:

- Field visits and community engagement programmes
- Internship opportunities in various industries
- Guided research projects and dissertation work

These initiatives foster **research competence and real-world application skills**.

## OUTCOME-BASED EDUCATION (OBE) FRAMEWORK

The programme is designed on **Outcome-Based Education (OBE)** principles.

The Department has defined:

- Programme Outcomes (POs)
- Programme Specific Outcomes (PSOs)
- Course Outcomes (COs)

As the programme commenced in **2024–2025**, outcome attainment is in the **initial implementation phase**, with structured data collection planned progressively.

## ASSESSMENT AND ATTAINMENT STRATEGY

Component	Weightage
Continuous Comprehensive Assessment (CCA)	30%
End Semester Evaluation (ESE)	70%

### Assessment Methods

- Assignments and seminars
- Practical exams
- Internal tests and viva voce
- Project and internship evaluation

A **CO–PO–PSO mapping framework** has been established for systematic attainment evaluation.

## CONTINUOUS IMPROVEMENT MECHANISM

The Department ensures quality enhancement through:

- Faculty review meetings
- Student feedback system
- Curriculum enrichment initiatives
- Integration of research and experiential learning

## CAREER AND ACADEMIC PROGRESSION

Graduates can pursue careers in:

- Human Resource Management
- Business start ups
- Finance and marketing fields

- Research and Academia

The Department supports students through **career guidance and higher education pathways**.

## **STUDENT SUPPORT SYSTEM**

- Faculty advisory and mentoring system
- Academic and career guidance
- Counselling and well-being support
- Co-curricular and extension activities

## **DEPARTMENTAL OBJECTIVES**

The Department of Management is guided by the following core objectives:

- To empower BBA students to become future-ready business leaders and socially responsible entrepreneurs.
- To foster leadership, innovation and professional excellence among BBA students through academic, industry and community engagement.

## **DEPARTMENT ASSOCIATION: BIZ-SPHERE**

Bis-Sphere is an academic and professional association of the Department of Management, for the purpose of promoting excellence among management students in the field of education and professional development. The association provides students to participate in various academic, skill and social based activities

## **DEPARTMENTAL ACTION PLAN (2026– 2027)**

The Department proposes the following strategic action plan for the academic year **2026–2027**:

### **Experiential Learning**

- Student-led seminars on current economic and market trends
- Continuous academic interaction through clubs and discussion platforms
- Case study analysis

### **Research, Analytics, and Knowledge Creation**

- Market research and survey methods
- Data interpretation and business analytics basics
- Training in report writing, project documentation, and referencing styles, platforms for project presentations, workshops, seminars.

### **Professional Skill and Career Development**

- Training in communication
- Resume building, group discussion, and interview preparation sessions
- Inter college paper presentations

### **Digital Learning and Industry Visit**

- Integration of digital tools in presentations
- Use of ICT enabled tools
- Industry exposure

### **Career Development and Student Support**

- Career guidance sessions in management field
- Internship awareness and placement preparation programs
- Faculty mentoring process

## **CONCLUSION**

The Department, in collaboration with its association **Biz-Sphere** aims to create promote excellence in education, research, and business fields. The Action Plan reflects the Department's commitment of students in their academic and professional development.



