

UNIVERSITY OF CALICUT

BBA HONOURS

(MAJOR, MINOR AND GENERAL FOUNDATION COURSES)

SYLLABUS & MODEL QUESTION PAPERS

w.e.f. 2024 admission onwards

(CUFYUGP Regulations 2024)

BBA HONOURS
(MAJOR, MINOR AND GENERAL FOUNDATION COURSES)

SYLLABUS

PROGRAMME OUTCOMES (PO):

At the end of the graduate programme at Calicut University, a student would:

PO1	Knowledge Acquisition: Demonstrate a profound understanding of knowledge trends and their impact on the chosen discipline of study.
PO2	Communication, Collaboration, Inclusiveness, and Leadership: Become a team player who drives positive change through effective communication, collaborative acumen, transformative leadership, and a dedication to inclusivity.
PO3	Professional Skills: Demonstrate professional skills to navigate diverse career paths with confidence and adaptability.
PO4	Digital Intelligence: Demonstrate proficiency in varied digital and technological tools to understand and interact with the digital world, thus effectively processing complex information.
PO5	Scientific Awareness and Critical Thinking: Emerge as an innovative problem-solver and impactful mediator, applying scientific understanding and critical thinking to address challenges and advance sustainable solutions.
PO6	Human Values, Professional Ethics, and Societal and Environmental Responsibility: Become a responsible leader, characterized by an unwavering commitment to human values, ethical conduct, and a fervent dedication to the well-being of society and the environment.
PO7	Research, Innovation, and Entrepreneurship: Emerge as a researcher and entrepreneurial leader, forging collaborative partnerships with industry, academia, and communities to contribute enduring solutions for local, regional, and global development.

PROGRAMME SPECIFIC OUTCOMES (PSO):

At the end of the BBA Honours programme at Calicut University, a student would:

PSO1	Demonstrate professional development on fundamentals of management and personal development through engagement in real world business scenario
PSO2	Exhibit critical thinking and managerial competencies through effective communication, teamwork, problem solving, decision making, ICT and project management skills.
PSO3	Create innovative systems and best practices in both domestic and global areas of work that are replicable and feasible.
PSO4	Emerge as intrapreneur/entrepreneur leveraging on opportunities with relevant traits of a visionary leader

BBA HONOURS PROGRAMME
COURSE STRUCTURE

Semester	Course Code	Course Title	Total Hours/week			Credits	Marks		
			T	P	Total		I	E	Total
1	BBA1CJ101	Core Course 1 Foundations in Business Decision	4	0	4	4	30	70	100
	BBA1CJ102 / BBA1MN101	Core Course 2 Marketing Management	4	0	4	4	30	70	100
	BBA1CJ103 / BBA1MN102	Core Course 3 Communicating with Financial Data	4	0	4	4	30	70	100
	BBA1FM105	MDC/MDE-1 Creativity, Innovation & Business Development	3	0	3	3	25	50	75
	BBA1FS111	Skill Enhancement Course 1 Digital Marketing for Business	3	0	3	3	25	50	75
	ENG1FA 101(3)	Ability Enhancement Course 1– English	2	2	4	3	25	50	75
		Ability Enhancement Course 2 – Additional Language	3	0	3	0	0	0	0
		Total			25	21			525
2	BBA2CJ101	Core Course 4 Business Economics	4	0	4	4	30	70	100
	BBA2CJ102 / BBA2MN101	Core Course 5 Financial Management	4	0	4	4	30	70	100
	BBA2CJ103 / BBA2MN102	Core Course 6 Foundations for Business Analytics	4	0	4	4	30	70	100
	BBA2FS112	Skill Enhancement Course 2 Spreadsheet Modelling for Business	2	2	4	3	25	50	75
	ENG2FA 103(3)	Ability Enhancement Course 3– English	2	2	4	3	25	50	75
		Ability Enhancement Course 4 – Additional Language	3	0	3	0	0	0	0
		Total			23	18			450

3	BBA3CJ201	Core Course 7 Domestic Logistic Management	4	0	4	4	30	70	100
	BBA3CJ202	Core Course 8 Business & Corporate Regulations	4	0	4	4	30	70	100
	BBA3CJ203/ BBA3MN201	Core Course 9 Human Resource Management	4	0	4	4	30	70	100
	BBA3CJ204 / BBA3MN202	Core Course 10 Strategic Cost Analysis	4	0	4	4	30	70	100
	BBA3FS113	Skill Enhancement Course 3 Skills for Employability	2	2	4	3	25	50	75
		MDC/MDE 2 – (E/AL) KS	3	0	3	3	25	50	75
		Total			23	22			550
4	BBA4CJ205	Core Course 11 Decision Science	4	0	4	4	30	70	100
	BBA4CJ206	Core Course 12 Organization Behaviour	3	2	5	4	30	70	100
	BBA4CJ207	Core Course 13 Entrepreneurship Essentials	3	2	5	4	30	70	100
	BBA4CJ208	Core Course 14 Corporate Governance & Ethics	4	0	4	4	30	70	100
	BBA4FV 108	Value-Added Course 1 Innovation & Business Dynamics	3	0	3	3	25	50	75
	ENG4FV 109(3)	Value-Added Course 2 – English	3	0	3	3	25	50	75
		Total			24	22			550
5	BBA5CJ301	Core Course 15 Operations Management	4	0	4	4	30	70	100
	BBA5CJ302	Core Course 16 Behavioral Finance	4	0	4	4	30	70	100
	BBA5CJ303	Core Course 17 Business Research Methods	4	0	4	4	30	70	100
		Elective Course 1	4	0	4	4	30	70	100
		Elective Course 2	4	0	4	4	30	70	100
	BBA5FS114	Skill Enhancement Course 4 – Communicating with AI	3	0	3	3	25	50	75

	BBA5FS115	Skill Enhancement Course: - Internship-1	0	0	0	4	100		100
		Audit Course- 1	0	0	0	0	0	0	0
		Total			23	27			675
6	BBA6CJ304 / BBA8MN304	Core Course 18 Networking in Business	3	2	5	4	30	70	100
	BBA6CJ305 / BBA8MN305	Core Course 19 Total Quality Management	4	0	4	4	30	70	100
		Elective Course 3	4	0	4	4	30	70	100
		Elective Course 4	4	0	4	4	30	70	100
	BBA6FV110	Value-Added Course 3 Business Environment	3	0	3	3	25	50	75
	BBA6FS116	Skill Enhancement Course: - Project-1	4	0	4	4	30	70	100
		Audit Course- 2	0	0	0	0	0	0	0
		Total			24	23			575
Total Credits for Three Years						133			3325
7	BBA7CJ401	Core Course 20 Strategic Management	3	2	5	4	30	70	100
	BBA7CJ402	Core Course 21 Data Analysis Tools for Social Scientists	3	2	5	4	30	70	100
	BBA7EJ401	Elective Course 5 Advanced Human Resource Management	3	2	5	4	30	70	100
	BBA7EJ402	Elective Course 6 International Finance	3	2	5	4	30	70	100
	BBA7EJ403	Elective Course 7 (in Honours with Research programme) International Marketing	3	2	5	4	30	70	100
	BBA7OE401	Open Elective (in Honours programme) Hospitality Management	3	2	5	4	30	70	100
	BBA7FS117	Skill Enhancement Course: - Internship – 2	0	0	0	4	100		100
		Total			25	24			600

BBA8EJ404	Elective Course 8 (in Honours programme) Start-Up Management	4	0	4	4	30	70	100
BBA8EJ405	Elective Course 9 (in Honours programme) Entrepreneurial Capital Management	4	0	4	4	30	70	100
BBA8EJ406	Elective Course 10 (in Honours programme) Advertising & Branding	4	0	4	4	30	70	100
BBA8FS118	Skill Enhancement Course: - Project -2 (in Honours programme)	8	0	8	8	60	140	200
BBA8FS119	Skill Enhancement Course: - Research Project (in Honours with Research programme)	20		20	20	150	350	500
	Total			20	20			500
Total Credits for Four Years						177		4425

Note (1): Core Courses 2, 5, & 9 can be offered to students of other Major disciplines as Minor courses of Group 1, and Core courses 3, 6 & 10 can be offered to them as Minor courses of Group 2. Core Courses 18, & 19 can be offered to eighth semester students of other Major disciplines as Minor courses.

Audit Courses

There are four mandatory Audit Courses or zero-credit courses that the students must attend in different semesters. Two of them are Ability Enhancement Courses offered by Additional Languages in the first and second semesters. The other two are Discipline Specific Elective courses in the fifth and sixth semesters. Students need to complete 75% attendance in Ability Enhancement Courses offered by Additional Languages in the first and second semesters, but need not appear for the internal and external evaluation of these courses. Discipline Specific Elective courses in the fifth and sixth semesters are not meant for class room study. The students can choose any course in management discipline and attend these courses online in platforms like SWAYAM, MOOC etc.

CREDIT DISTRIBUTION

Semester	Major Core Courses	Major DSE	General Foundation Courses					Total
			AEC	MDC/ MDE	VAC	SEC	Internship/ Project	
1	4+4+4		3	3		3	-	21
2	4+4+4		3			3	-	18

3	4+4+4+4			3		3	-	22
4	4 + 4 + 4 +4				3 +3		-	22
5	4 + 4 + 4	4 + 4				3	4	27
6	4 + 4	4 + 4			3		4	23
Total for Three Years	76	16	6	6	9	12	8	133
7	4 + 4	4 + 4+4		4*			4	24
8		4 + 4 +4					8 / 20**	20
* Instead of Major DSE Course; **Instead of Three Major DSE & 8 Credit Project								
Total for Four Years	76+8 = 84	16+24= 40	6	6	9	12	20	177

ELECTIVE COURSES IN BBA WITH SPECIALISATION

Finance				
Group No	Sl. No	Sem	Title	Course Code
1	1	5	Security Analysis & Portfolio Management	BBA5EJ301(1)
	2	5	Financial Derivatives	BBA5EJ302(1)
	3	6	Strategic Financial Management	BBA6EJ301(1)
	4	6	Financial Analytics	BBA6EJ302(1)
Human Resource Management				
Group No	Sl. No	Sem	Title	Course Code
2	1	5	People Management Skills	BBA5EJ303(2)
	2	5	Performance Management	BBA5EJ304(2)
	3	6	Training & Development	BBA6EJ303(2)
	4	6	HR Analytics	BBA6EJ304(2)
Marketing Management				
Group No	Sl. No	Sem	Title	Course Code
3	1	5	Consumer Behaviour & Marketing Analysis	BBA5EJ305(3)
	2	5	Marketing Matrix	BBA5EJ306(3)
	3	6	Integrated Marketing Communication	BBA6EJ305(3)
	4	6	Strategic Hospitality Marketing	BBA6EJ306(3)
Operations Management				
Group No	Sl. No	Sem	Title	Course Code

4	1	5	World Class Manufacturing	BBA5EJ307(4)
	2	5	Quality Management	BBA5EJ308(4)
	3	6	Total Productive Maintenance	BBA6EJ307(4)
	4	6	Service Operations Management	BBA6EJ308(4)
Logistics				
Group No	Sl. No	Sem	Title	Course Code
5	1	5	Logistics Management	BBA5EJ309(5)
	2	5	Air Cargo Logistics Management	BBA5EJ310(5)
	3	6	Export & Import Policies & Procedures	BBA6EJ309(5)
	4	6	Shipping & Ocean Freight Logistics Management	BBA6EJ310(5)
Business Analytics				
Group No	Sl. No	Sem	Title	Course Code
6	1	5	Data Visualization for Analytics	BBA5EJ311(6)
	2	5	Data Analytics using R	BBA5EJ312(6)
	3	6	Data Analytics using Python	BBA6EJ311(6)
	4	6	Advanced Data Analytics for Business Decision	BBA6EJ312(6)
Entrepreneurship				
Group No	Sl. No	Sem	Title	Course Code
7	1	5	Design Thinking	BBA5EJ313(7)
	2	5	Family Business Management	BBA5EJ314(7)
	3	6	Entrepreneurial Venture Planning and Communication Strategy	BBA6EJ313(7)
	4	6	Social Entrepreneurship	BBA6EJ314(7)

ELECTIVE COURSES IN BBA WITH NO SPECIALISATION

Sl. No	Semester	Title	Course Code
1	7	Advanced Human Resource Management	BBA7EJ401
2	7	International Finance	BBA7EJ402
3	7	International Marketing	BBA7EJ403
4	8	Start-Up Management	BBA8EJ404
5	8	Entrepreneurial Capital Management	BBA8EJ405
6	8	Advertising & Branding	BBA8EJ406

GROUPING OF MINOR COURSES IN BBA

For Other Departments

(Title of the Minor: **FUNCTIONAL BUSINESS ADMINISTRATION**)

General Management				
Group No	Sl. No	Sem	Title	Course Code
	1	1	Marketing Management	BBA1MN101
	2	2	Financial Management	BBA2MN101
	3	3	Human Resource Management	BBA3MN201
Analytics for Financial Data				
Group No	Sl. No	Sem	Title	Course Code
2	1	1	Communicating with Financial Data	BBA1MN102
	2	2	Foundations for Business Analytics	BBA2MN102
	3	3	Strategic Cost Analysis	BBA3MN202

4 th Year Minor Courses			
Sl. No	Sem	Title	Course Code
1	8	Networking in Business	BBA8MN304
2	8	Total Quality Management	BBA8MN405

NOTE:

1. There will be no pathway for BBA students.
2. Students from other disciplines can choose Minor Groups in BBA.
3. If a student from other department chooses two Minor groups in BBA (Major with Minor Pathway), then the title of the Minor will be **Functional Business Administration**.
4. The above-mentioned minor courses are offered by BBA Department to other department students. So, they must attend the minor course classes along with BBA students (core course) depending on the intake capacity of each department as per University Regulations.

DISTRIBUTION OF GENERAL FOUNDATION COURSES IN BBA

Sem	Course Code	Course Title	Total Hours	Hours/Week	Credits	Marks		
						I	E	Total
1	BBA1FM105	MDC/MDE 1 – Creativity, Innovation & Business Development	45	3	3	25	50	75
4	BBA4FV 108	Value-Added Course 1 Innovation & Business Dynamics	45	3	3	25	50	75

6	BBA6FV 110	Value-Added Course 3 Business Environment	45	3	3	25	50	75
1	BBA1FS111	Skill Enhancement Course 1 Digital Marketing for Business	45	3	3	25	50	75
2	BBA2FS112	Skill Enhancement Course 2 Spreadsheet Modelling for Business	60	4	3	25	50	75
3	BBA3FS113	Skill Enhancement Course 3 Skills for Employability	60	4	3	25	50	75
5	BBA5FS115	Skill Enhancement Course 4 – Communicating with AI	45	3	3	25	50	75

EVALUATION SCHEME

1. The evaluation scheme for each course contains two parts: internal evaluation (about 30%) and external evaluation (about 70%). Each of the Major courses is of 4-credits. It is evaluated for 100 marks, out of which 30 marks is from internal evaluation and 70 marks, from external evaluation. Each of the General Foundation course is of 3-credits. It is evaluated for 75 marks, out of which 25 marks is from internal evaluation and 50 marks, from external evaluation.
2. The 4-credit courses (Major courses) are of two types: (i) courses with only theory and (ii) courses with 3-credit theory and 1-credit practicum.
 - In 4-credit courses with only theory component, out of the total 5 modules of the syllabus, one open-ended module with 20% content is designed by the faculty member teaching that course, and it is internally evaluated for 10 marks. The internal evaluation of the remaining 4 theory modules is for 20 marks.
 - In 4-credit courses with 3-credit theory and 1-credit practicum components, out of the total 5 modules of the syllabus, 4 modules are for theory and the fifth module is for practicum. The practicum component is internally evaluated for 20 marks. The internal evaluation of the 4 theory modules is for 10 marks.
3. 3-credit courses (General Foundational Courses) in BBA are of two types: (i) courses with only theory and (ii) courses with 2-credit theory and 1-credit practicum.
 - In 3-credit course with only theory out of the total 5 modules of the syllabus, one open-ended module with 20% content is designed by the faculty member

teaching that course, and it is internally evaluated for 5 marks. The internal evaluation of the remaining 4 theory modules is for 20 marks.

- In 3-credit courses with 2-credit theory and 1-credit practicum components, out of the total 5 modules of the syllabus, 4 modules are for theory and the fifth module is for practicum. The practicum component is internally evaluated for 15 marks. The internal evaluation of the 4 theory modules is for 10 marks.

Sl. No.	Nature of the Course		Internal Evaluation in Marks (about 30% of the total)		External Exam on 4 modules (Marks)	Total Marks
			Open-ended module / Practicum	On the other 4 modules		
1	4-credit course	only theory (5 modules)	10	20	70	100
2	4-credit course	Theory (4 modules) + Practicum	20	10	70	100
3	3-credit course	Only Theory (5 modules)	5	20	50	75
4	3-credit course	Theory (4 modules) + Practicum	15	10	50	75

1. MAJOR COURSES and GENERAL FOUNDATION COURSES

1.1. INTERNAL EVALUATION OF THEORY COMPONENT

Sl. No.	Components of Internal Evaluation of Theory Part of a Major Course	Internal Marks for the Theory Part of a Major Course of 4-credits			
		Theory Only		Theory +Practicum	
		4 Theory Modules	Open-ended Module	4 Theory Modules	Practicum
1	Test paper/ Mid-semester Exam	10	4	5	-
2	Seminar/ Viva/ Quiz	6	4	3	-
3	Assignment	4	2	2	-
Total		20	10	10	20*
		30		30	

* Refer the table in section 1.2 for the evaluation of practicum component

Sl. No.	Components of Internal Evaluation of Theory Part of a 3-credit Course	Internal Marks for the 3-credits Course			
		Theory Only		Theory +Practicum	
		4 Theory Modules	Open-ended Module	4 Theory Modules	Practicum
1	Test paper/ Mid-semester Exam	10	2	5	-
2	Seminar/ Viva/ Quiz	6	2	3	-
3	Assignment	4	1	2	-
Total		20	5	10	15*
		25		25	

* Refer the table in section 1.2 for the evaluation of practicum component

1.2. EVALUATION OF PRACTICUM COMPONENT

The evaluation of practicum component in Major courses is completely by internal evaluation.

Sl. No.	Evaluation of Practicum Component of Credit-1 in a Major Course	Marks for Practical/Practicum	Weightage
1	Continuous evaluation of practicum performed in classes by the students by using any kind of formative/summative methods given in the detailed syllabus.	10	50%
3	Evaluation of the practicum summary report submitted for the end semester viva-voce examination by the teacher-in-charge and additional examiner	10	50%
*..There is no specific format for practicum summary report. It can be decided by teacher-in-charge according to the type of practicum chosen.			
Total Marks		20	

Sl. No.	Evaluation of Practicum Component of Credit-1 in a SEC Course	Marks for Practicum	Weightage
1	Continuous evaluation of practicum performed in classes by the students by using any kind of	8	50%

	formative/summative methods given in the detailed syllabus.		
3	Evaluation of the practicum summary report submitted for the end semester viva-voce examination by the teacher-in-charge and additional examiner	7	50%
*..There is no specific format for practicum summary report. It can be decided by teacher-in-charge according to the type of practicum chosen.			
Total Marks		15	

1.3. EXTERNAL EVALUATION OF THEORY COMPONENT

External evaluation carries 70% marks. Examinations will be conducted at the end of each semester. Individual questions are evaluated in marks and the total marks are converted into grades by the University based on 10-point grading system.

PATTERN OF QUESTION PAPER FOR MAJOR COURSES

Duration	Type	Total No. of Questions	No. of Questions to be Answered	Marks for Each Question	Ceiling of Marks
2 Hours	Short Answer	10	8 – 10	3	24
	Paragraph/ Problem	8	6 – 8	6	36
	Essay	2	1	10	10
Total Marks					70

PATTERN OF QUESTION PAPER FOR GENERAL FOUNDATION COURSES

Duration	Type	Total No. of Questions	No. of Questions to be Answered	Marks for Each Question	Ceiling of Marks
1.5 Hours	Short Answer	10	8 – 10	2	16
	Paragraph/ Problem	5	4 – 5	6	24
	Essay	2	1	10	10
Total Marks					50

2. INTERNSHIP

Programme	BBA
Course Code	
Course Title	Internship-1 & Internship- 2
Type of Course	SEC

Semester	5 & 7				
Academic Level	.				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	4	-	-		120
Pre-requisites					
Course Summary	This course is designed for undergraduate students to provide educational and career development opportunities to students by providing practical experience in a field or discipline, provide possible opportunities to learn, understand, and sharpen the real-time technical/managerial skills required on the job, understand the psychology of the workers and their habits, attitudes and approach to problem solving.				

The candidates must undergo two internships in any business organisation/local industries/Agriculture, health and allied sectors/Local Government institutions like Panchayats, Municipalities for a period of 120Hrs duration during summer vacation. Internship-1 should be completed preferably before the beginning of 5th Sem, and Internship-2 should be completed preferably before the beginning of 7th Sem and prepare a report based on the information collected.

2.1. GUIDELINES FOR INTERNSHIP

1. Internship can be in Management or allied disciplines.
2. There should be minimum 120 hrs. of engagement from the student in the Internship.
3. Summer vacations and other holidays can be used for completing the Internship.
4. In BBA programme, institute/ industry visit or study tour is a requirement for the completion of Internship. A brief report of the study tour must be submitted with photos and analysis.
5. The students should make regular and detailed entries in to a personal log book through the period of Internship. The log book will be a record of the progress of the Internship and the time spent on the work, and it will be useful in writing the final report. All entries should be dated. The Internship supervisor should periodically examine and countersign the log book.
6. The log book and the typed report must be submitted at the end of the Internship.
7. The institution at which the Internship will be carried out should be prior-approved by the Department Council of the college where the student has enrolled for the UG (Honours) programme.

2.2. EVALUATION OF INTERNSHIP

- The evaluation of Internship shall be done internally through continuous assessment mode by a committee internally constituted by the Department Council of the college where the student has enrolled for the UG (Honours) programme.
- The credits and marks for the Internship will be awarded only at the end of semester 5 & semester 7.
- The scheme of continuous evaluation and the end-semester viva-voce examination based on the submitted report shall be as given below:

Component of Evaluation of Internship	Weightage	Marks/100
Continuous Evaluation of internship through interim presentation and reports by the committee internally constituted by the Department Council.	40%	40
End-Semester viva-voce examination to be conducted by the committee internally constituted by the Department Council.	35%	35
Evaluation of the day-to-day records and final report submitted for the end semester viva-voce examination by the committee internally constituted by the Department Council.	15%	15
Business Organization/ Local Industries/ Agriculture, Health and allied sectors/Local Government Institutions	10%	10

REPORT FORMAT

1. The report must be typed (double spaced), in APA format. Use standard margins (1" to 1.25") and font (Times New Roman, 12) and should contain maximum of 10-15 pages.

2. The report consists of the following information in this order:

Starting Pages

1. Title Page

2. Acknowledgement

3. Executive Summary

4. Table of Contents

Chapter 1: Brief Industry Profile

Chapter 2: Introduction of Company

Chapter 3: Organizational Analysis

Chapter 4: Internee Experience

- a. A brief overview of the main business processes that the internee worked around
- b. A brief overview of various departmental functions that the internee had the opportunity to observe
- c. A narrative of personal experience in the intern's own words that may include: any new discoveries or observations made during the internship, any problems identified, personal account of interactions with others at the workplace, and specific skills learned.

Chapter 5: Future recommendations for a suitable course of action in the organizational context

Chapter 6: A short essay identifying the gaps in classroom learning and experiential learning at the internship.

7. Appendices

EVALUATION CRITERIA FOR INTERIM PRESENTATION

Understanding of the Field (15 Marks)	Challenges and Solutions (15Marks)	Communication Skills (5Marks)	Use of Visual Aids (5Marks)

EVALUATION CRITERIA FOR VIVA-VOCE

Depth of Understanding (15 Marks)	Integration of Academic Knowledge and Practical Application (10 Marks)	Communication Skills (2Marks)	Project Report (8 Marks)

3. PROJECT

PROJECT IN HONOURS PROGRAMME

- In Honours programme, the student should do a Project of 8-credits in semester 8.
- The Project can be done in the same institution/ any other higher educational institution (HEI)/ research centre/ training centre.
- The Project in Honours programme can be a short research work or an extended internship or a skill-based training programme.

- A faculty member of the respective institution, where the student does the Project, should be the supervisor of the Project.

Programme	BBA				
Course Code					
Course Title	Project -2				
Type of Course	SEC				
Semester	8				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	8	8	-		240
	<i>The teacher should have 8hrs/week of engagement in the guidance of the Project(s) in Honours programme, while each student should have 16 hrs/week of engagement in the Project work. Total hours are given based on the student's engagement.</i>				
Course Summary	This course is designed for undergraduate honours students across all disciplines, offering them an opportunity to delve deeply into a topic of their choice, underpinned by rigorous research and creative methodology. It is an invitation to embark on an academic voyage that prioritizes critical thinking, problem-solving, and innovation, all within the framework of scholarly research. Students will engage in a self-directed project that not only contributes to their field of study but also encourages a personal journey of discovery and intellectual growth.				

EVALUATION OF PROJECT

1. The evaluation of project work shall be done internally through continuous assessment mode by a committee internally constituted by the Department Council.
2. The remaining 70% shall be awarded by the external examiner appointed by the University.
3. The scheme of continuous evaluation and the end-semester viva-voce of the project

Component of Evaluation of Project	Weightage	Marks/200
Continuous Evaluation of project through interim presentation and reports by the committee internally constituted by the Department Council.	30%	60
End-Semester viva-voce examination to be conducted by the external examiner appointed by the University.	50%	100
Evaluation of the day-to-day records and final report submitted for the end semester	20%	40

viva-voce examination by the committee internally constituted by the External Examiner		
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4. EVALUATION CRITERIA FOR INTERIM PRESENTATION

Clarity of Research Question (15Marks)	Originality and Creativity (10 Marks)	Methodological Rigor (15 Marks)	Progress and Milestones (15 Marks)	Communication & Presentation Skills (5 Marks)

5. EVALUATION CRITERIA FOR VIVA-VOCE

Comprehension and Depth of Knowledge (10 Marks)	Methodological Rigor and Integrity (10 Marks)	Contribution & Implications (20 Marks)	Communication Skills (10 Marks)	Response to Questions (20 Marks)	Project Report (30 Marks)

FORMAT OF PROJECT REPORT

The report shall be printed and bound (preferably hard paper bound) with not less than 60 (A4 size) pages. The matter should be typed with double line spacing. The Font Size for the text should be 12 with style Times New Roman. One inch margin should be left on top and bottom of the page, as well as left and right side of the typed pages.

- A. Preface Section: - Title page of the report - Declaration by the student - Certificate from supervisory faculty counter Signed by Head of the Institution. - Acknowledgement - Chapter content – List of tables- List of figures
- B. Executive Summary (Minimum 1 page)
- C. Chapters
 - Chapter 1: Introduction (includes statement of the problem, objectives of the study, scope of the study, hypotheses if any, methodology employed, and limitations of the study)
 - Chapter 2: Industry profile/ Company profile/ Product profile/ Unit of study
 - Chapter 3: Review of literature (the review should be conducted by referring similar nature of studies conducted in academic journals, books, magazines, newspapers and other published sources)

Chapter 4: Data analysis and interpretation (data should be described and the collected data should be analyzed using appropriate tools)

Chapter 5: Findings, Conclusion and Recommendations

D. Bibliography

It should be prepared based on the guidelines prepared and updated by the American Psychological Association (APA style).

PROJECT IN HONOURS WITH RESEARCH PROGRAMME

- Students who secure 75% marks and above (equivalently, CGPA 7.5 and above) cumulatively in the first six semesters are eligible to get selected to Honours with Research stream in the fourth year.
- A relaxation of 5% in marks (equivalently, a relaxation of 0.5 grade in CGPA) is allowed for those belonging to SC/ ST/ OBC (non-creamy layer)/ Differently-Abled/ Economically Weaker Section (EWS)/ other categories of candidates as per the decision of the UGC from time to time.
- In Honours with Research programme, the student has to do a mandatory Research Project of 20-credits in semester 8.
- The approved research centres of University of Calicut or any other university/ HEI can offer the Honours with Research programme. The departments in the affiliated colleges under University of Calicut, which are not the approved research centres of the University, should get prior approval from the University to offer the Honours with Research programme. Such departments should have minimum two faculty members with Ph.D., and they should also have the necessary infrastructure to offer Honours with Research programme.
- A faculty member of the University/ College with a Ph.D. degree can supervise the research project of the students who have enrolled for Honours with Research. One such faculty member can supervise maximum five students in Honours with Research stream.
- The maximum intake of the department for Honours with Research programme is fixed by the department based on the number of faculty members eligible for project supervision, and other academic, research, and infrastructural facilities available.
- If a greater number of eligible students are opting for the Honours with Research programme than the number of available seats, then the allotment shall be based on the existing rules of reservations and merits.

Programme	BBA				
Course Code					
Course Title	Research Project				
Type of Course	SEC				
Semester	8				
Academic Level	400 – 499				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	20	20	-		600
	<i>The teacher should have 20 hrs/week of engagement) in the guidance of the Project(s) in Honours with Research programme, while each student should have 40 hrs/week of engagement in the Project work. Total hours are given based on the student's engagement.</i>				
Course Summary	This course is designed for undergraduate honours students across all disciplines, offering them an opportunity to delve deeply into a topic of their choice, underpinned by rigorous research and creative methodology. It is an invitation to embark on an academic voyage that prioritizes critical thinking, problem-solving, and innovation, all within the framework of scholarly research. Students will engage in a self-directed project that not only contributes to their field of study but also encourages a personal journey of discovery and intellectual growth.				

EVALUATION OF PROJECT

1. The evaluation of project work shall be done internally through continuous assessment mode by a committee internally constituted by the Department Council.
2. The remaining 70% shall be awarded by the external examiner appointed by the University.
3. The scheme of continuous evaluation and the end-semester viva-voce of the project

Component of Evaluation of Project	Weightage	Marks/600
Continuous Evaluation of project through interim presentation and reports by the committee internally constituted by the Department Council.	30%	180
End-Semester viva-voce examination to be conducted by the external examiner appointed by the University.	50%	300
Evaluation of the day-to-day records and final report submitted for the end semester viva-voce examination by the committee	20%	120

internally constituted by the External Examiner		
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EVALUATION CRITERIA FOR INTERIM PRESENTATION

Clarity of Research Question (40Marks)	Originality and Creativity (30 Marks)	Methodological Rigor (40 Marks)	Progress and Milestones (50 Marks)	Communication & Presentation Skills (20 Marks)

EVALUATION CRITERIA FOR VIVA-VOCE

Comprehension and Depth of Knowledge (40 Marks)	Methodological Rigor and Integrity (40Marks)	Contribution & Implications (60 Marks)	Communication Skills (30 Marks)	Response to Questions (40 Marks)	Project Report (90 Marks)

FORMAT OF PROJECT REPORT

The report shall be printed and bound (preferably hard paper bound) with not less than 100 (A4 size) pages. The matter should be typed with double line spacing. The Font Size for the text should be 12 with style Times New Roman. One inch margin should be left on top and bottom of the page, as well as left and right side of the typed pages.

1. Title Page

The title page should succinctly capture the essence of the research while being inviting to a broad audience. It includes the thesis title, author's name, the institution, and the date. A compelling title can spark interest and set the stage for the narrative journey of the thesis.

2. Abstract

A well-crafted abstract serve as a microcosm of the research, providing a concise summary of the thesis's aim, methodology, findings, and implications. In this section, creativity lies in the ability to distil complex ideas into accessible language that entices a diverse readership.

3. Dedication and Acknowledgments

This section allows for personal expression, dedicating the work to individuals or groups who have been instrumental in the research journey. Acknowledgments give a human touch to the academic endeavour, highlighting the collaborative nature of knowledge creation.

4. Table of Contents

A navigational tool that should not only be functional but also reflective of the thesis's structure and creativity. Creative formatting and clear organization can make the table of contents an inviting roadmap to the thesis.

5. Introduction

The introduction lays the foundation, stating the research problem, objectives, and significance. Here, storytelling can be employed to weave a compelling narrative that frames the research question within a broader context, making it relevant to real-life situations.

6. Literature Review

A critical survey of existing literature, this section is an opportunity to creatively synthesize and critique previous work, highlighting gaps the thesis aims to fill. The use of visual aids, such as mind maps or infographics, can enrich this section by providing innovative summaries of complex academic dialogues.

7. Theoretical Framework

The theoretical framework in research is a vital component that underpins and guides the entire research process. It serves as the foundation upon which the research is built, providing a lens through which the study is conducted and understood. Essentially, the theoretical framework offers a structured approach to understanding, explaining, and making predictions about a given phenomenon or topic of interest. It does this by integrating concepts, theories, and models that are relevant to the research question or problem.

8. Methodology

Detailing the research design, methods, and analysis techniques, this section benefits from clarity and precision. Creative methodologies that utilize emerging technologies or interdisciplinary approaches can be highlighted here, showcasing the thesis's innovative edge.

9. Results and Discussion

This section presents the findings and interprets their implications. Creativity can be expressed through the use of visual storytelling with charts, graphs, and illustrations to make data compelling and digestible. A narrative approach to discussing the results can link them to broader themes and real-world implications.

10. Conclusion and Recommendations

The conclusion synthesizes the findings, reflects on the research's limitations, and suggests future research directions. This section can be an avenue for visionary thinking, proposing creative applications of the research and its potential impact on society.

11. References

Adherence to academic standards is crucial in the references section, but creativity can be shown in the organization and presentation style, making it easier for readers to explore the cited works.

12. Appendices

This section can house supplementary material in various formats, including datasets, code, questionnaires, or multimedia elements. Creatively integrating digital content can enhance the thesis's accessibility and engagement.

13. Digital and Interactive Elements

Incorporating digital elements like hyperlinks to datasets, online platforms for interactive visualizations, or even augmented reality (AR) experiences can revolutionize the way findings are presented and engaged with.

Eg:

Journals

1. Diamond, D. (1984). Financial intermediation and delegated monitoring. *Review of Economic Studies*, 51, 393-414.
2. Corter, J.E. and Chen, Y.J. (2006). Do investment risk tolerance attitudes predict portfolio risk? *Journal of Business and Psychology*, 20(3), 369-381.

Working Papers

1. González-Hermosillo, B.(2008, April). Investors' Risk Appetite and Global Financial Market Conditions.(IMF Working Paper no WP/08/85). <https://www.imf.org/external/pubs/ft/wp/2008/wp0885.pdf>

News Paper Article

1. Rukhaiyar, A. (2023, June 11). Retail investors' rush into India's equity markets has slowed; here is what's happening. *Business Today*.<https://www.businesstoday.in/magazine/deep-dive/story/retail-investors-rush-into-indias-equity-markets-has-slowed-here-is-whats-happening-383209-2023-05-29>

Book

1. Hair, J. F., Hult, G. T. M., Ringle, C. M., and Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. 3rd ed., Sage.

4. LETTER GRADES AND GRADE POINTS

- Mark system is followed for evaluating each question.
- For each course in the semester letter grade and grade point are introduced in 10-point indirect grading system as per guidelines given below.
- The Semester Grade Point Average (SGPA) is computed from the grades as a measure of the student's performance in a given semester.
- The Cumulative GPA (CGPA) is based on the grades in all courses taken after joining the programme of study.
- Only the weighted grade point based on marks obtained shall be displayed on the grade card issued to the students.

LETTER GRADES AND GRADE POINTS

Sl. No.	Percentage of Marks (Internal & External Put Together)	Description	Letter Grade	Grade Point	Range of Grade Points	Class
1	95% and above	Outstanding	O	10	9.50 – 10	First Class with Distinction
2	Above 85% and below 95%	Excellent	A+	9	8.50 – 9.49	
3	75% to below 85%	Very Good	A	8	7.50 – 8.49	
4	65% to below 75%	Good	B+	7	6.50 – 7.49	First Class
5	55% to below 65%	Above Average	B	6	5.50 – 6.49	
6	45% to below 55%	Average	C	5	4.50 – 5.49	Second Class
7	35% to below 45% aggregate (internal and external put together) with a minimum of 30% in external valuation	Pass	P	4	3.50 – 4.49	Third Class
8	Below an aggregate of 35% or below 30% in external evaluation	Fail	F	0	0 – 3.49	Fail
9	Not attending the examination	Absent	Ab	0	0	Fail

- When students take audit courses, they will be given Pass (P) or Fail (F) grade without any credits.
- The successful completion of all the courses and capstone components prescribed for the three-year or four-year programme with 'P' grade shall be the minimum requirement for the award of UG Degree or UG Degree (Honours) or UG Degree (Honours with Research), as the case may be.

5.1. COMPUTATION OF SGPA AND CGPA

- The following method shall be used to compute the Semester Grade Point Average (SGPA):

The SGPA equals the product of the number of credits (C_i) with the grade points (G_i) scored by a student in each course in a semester, summed over all the courses taken by a student in the semester, and then divided by the total number of credits of all the courses taken by the student in the semester,

$$\text{i.e. SGPA } (S_i) = \sum_i (C_i \times G_i) / \sum_i (C_i)$$

where C_i is the number of credits of the i^{th} course and G_i is the grade point scored by the student in the i^{th} course in the given semester. Credit Point of a course is the value obtained by multiplying the credit (C_i) of the course by the grade point (G_i) of the course.

$$\text{SGPA} = \frac{\text{Sum of the credit points of all the courses in a semester}}{\text{Total credits in that semester}}$$

ILLUSTRATION – COMPUTATION OF SGPA

Semester	Course	Credit	Letter Grade	Grade point	Credit Point (Credit x Grade)
I	Course 1	3	A	8	3 x 8 = 24
I	Course 2	4	B+	7	4 x 7 = 28
I	Course 3	3	B	6	3 x 6 = 18
I	Course 4	3	O	10	3 x 10 = 30
I	Course 5	3	C	5	3 x 5 = 15
I	Course 6	4	B	6	4 x 6 = 24
	Total	20			139
	SGPA				139/20 = 6.950

- The Cumulative Grade Point Average (CGPA) of the student shall be calculated at the end of a programme. The CGPA of a student determines the overall academic level of the student in a programme and is the criterion for ranking the students.

CGPA for the three-year programme in CUFYUGP shall be calculated by the following formula.

$$\text{CGPA} = \frac{\text{Sum of the credit points of all the courses in six semesters}}{\text{Total credits in six semesters (133)}}$$

CGPA for the four-year programme in CUFYUGP shall be calculated by the following formula.

$$\text{CGPA} = \frac{\text{Sum of the credit points of all the courses in eight semesters}}{\text{Total credits in eight semesters (177)}}$$

- The SGPA and CGPA shall be rounded off to three decimal points and reported in the transcripts.

- Based on the above letter grades, grade points, SGPA and CGPA, the University shall issue the transcript for each semester and a consolidated transcript indicating the performance in all semesters.