

# Programme Guide

## Bachelor of Business Administration



## Krishna Kanta Handiqui State Open University

The University deserves the right to change the rules and procedures described in this Programme Guide. Please check from time to time with the University Website for updates.

**Recognition of Degrees/Diplomas/Certificates provided by Krishna Kanta Handiqui State Open University:**

- Established under the provision of the 'Krishna Kanta Handiqui State Open University Act' 2005 of the State Legislature of Assam.
- The University has been recognised and its academic programmes have been approved by the UGC, New Delhi vide letter no. F.9-13/2008(CPP-I), dated March 18, 2009.
- The Government of Assam has recognised all degree, diploma and certificate programmes of the University for job and higher study vide letter no. AHE/228/2007/330, dated May 08, 2009.
- The UGC through its Public Notice vide F. No. 1-9 2018 (DEB-I) dated 23<sup>rd</sup> February, 2018 has asked for recognising and treating the Degrees/Diplomas/Certificates awarded through distance mode at par with the corresponding awards of Degrees/Diplomas/Certificates obtained through the formal system of education. URL: [https://www.ugc.ac.in/pdfnews/5628873\\_UGC-Public-Notice---treating-all-degrees.pdf](https://www.ugc.ac.in/pdfnews/5628873_UGC-Public-Notice---treating-all-degrees.pdf)

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## **1. MESSAGE FROM THE DEAN (ACADEMIC)**

Dear Learner,

Greetings from the Establishment of the Dean (Academic) at Krishna Kanta Handiqui State Open University.

I heartily welcome you as a learner of the BBA Programme of this prestigious state open university and I hope that you will be happy to explore the varied and up-to-date curriculum of this Programme which are compatible with the 21<sup>st</sup> century employment market. KKHSOU has been a choice-based educational destination for many who were deprived or denied or conditionally forced to remain away from their dream of education. While imparting need-based education to the fresh learners, our University also holds the promise of fulfilling the educational dreams of the socially backward, underprivileged and marginalised people of our society.

Friend, I am happy to inform you that we at KKHSOU provide diverse tracks to fulfil your learning needs. Our university is currently offering programmes in four different levels i.e. Master's Degree, Bachelors' Degree, Diploma and Certificates under six different Schools of Studies namely, S. K. Bhuyan School of Social Sciences, Padmanath Gohain Baruah School of Humanities, Maniram Dewan School of Management, Bhupen Hazarika School of Mass Communication, Guru Prasad Das School of Vocational Studies and Hiranya Kr. Bhuyan School of Science and Technology. We are having subjects right from Literature to Journalism, from Yoga to Commerce and Management. Once a learner is awarded a Degree or Certificate by KKHSOU in any of the programmes, he/she becomes eligible for employment in any government or private sector work market. Therefore, start your educational journey with confidence and hard work so that you can shine in life.

I am happy to share the fact that we are loved and embraced by a large number of learners spread across the state and beyond. During your journey in our university, you will be supported by a host of Learner Support Services about which you learn in this Programme Guide. Therefore, I urge you to make full utilisation of the resources and facilities provided by our university. Besides, our faculty members shall be always ready to assist you in advancing your knowledge, developing your creativity and discovering solutions to the pressing academic questions you might face.

I know that we have challenges to meet. However, I also assure you that through our dedication, determination and teamwork, we shall be able to overcome all problems on our way.

I wish you all the very best for your bright future.

**Dean Academic  
KKHSOU**

## **2. STUDYING AT KKHSOU USING THE DISTANCE LEARNING MODE**

Krishna Kanta Handiqui State Open University (KKHSOU) welcomes you to its vast community of aspiring learners. It is important to advance and upgrade your education for a productive and healthy living in contemporary society. Hence, it is important that you choose the right university to suit your learning needs. KKHSOU shall assist you in all the aspects of your educational journey.

You will note that KKHSOU is the 14<sup>th</sup> State Open University of India with a learner-base of 3,00,000 until 2019. This University has adopted the Open and Distance Learning (ODL) mode to facilitate the implementation of its different academic programmes with a view to providing timely opportunities for lifelong learning. Our flexible academic programmes shall suit the needs of all our learners as well as working individuals who are unable to study full time on-campus five-six days a week, despite having a desire for an accredited qualification and personal development.

While studying at KKHSOU, you will be supported by a meticulously prepared Self-Learning Materials (or SLMs) that are well designed and expertly written; an all-inclusive university website; an e-SLM portal and a host of other learner support services such as face-to-face counselling sessions in the University Study Centres, which act as the mirror of the University.

The SLMs in a particular programme are specially prepared by a group of experts who include the faculty members from KKHSOU as well as those drawn from different Universities and educational institutions located across the state as well as the country. The preparation and production of the SLMs of a particular department are co-ordinated by the faculty members of the concerned department following a careful scrutiny of the contents and language by experts in the field. Besides, efforts to make audio and audio-visual contents based on the syllabus are also made in the Multimedia Production Unit of the University in consultation with the course writers, editors and in-house faculty members. Such audio-visual materials are reviewed by the faculty members, media experts and the concerned authority, before they are uploaded in the University's YouTube page.

We hope that you will make full use of the resources provided by the University during your academic journey. However, you should also know that your achievement in the programme of enrolment will also depend on your performance in both the continuous assessments through assignment and the Semester-end examination. Studying in an ODL Institution for an award of degree or qualification demands great commitment on your part as a learner. Although KKHSOU provides you with a flexible way of learning, you are required to complete all the assignments in due course within a stipulated period and take the examinations according to the schedule specified. In general, besides attending the face-to-face counselling sessions and tutorials at your study centre where you have enrolled, you should be able to allocate at least 2-3 hours a day for studying your courses.

With this introductory information, you should start your programme at KKHSOU and we hope that by availing all the support services of the university, you will succeed in your educational venture. We assure you that the University fraternity shall always stand by you to help you with all your academic requirements.

### **3. HOW TO SUCCEED AS A DISTANCE LEARNER IN THE ODL SYSTEM**

The Open and Distance Learning (or ODL) is a system of education in which education is imparted to the learners from a distance. The two basic elements in ODL are:

- a. The physical distance between the educators and the learners;
- b. The changed role of the educators who meets the learners only for selected tasks such as counselling during contact sessions, conducting tutorials and helping the learners with field-based projects and collaborating with the learners to solve their problems.

In the conventional face-to-face mode of education, the teaching-learning contents are communicated directly by the teachers/educator mainly through the lecture method. In distance education however, this interpersonal communication is replaced by print, telephonic and electronic communication, broadcasting of educational programmes, online communication and others need-based methods. Hence, the philosophy of ODL is based on the idea of the ‘teacher in print’ that means the teachers are very much present in the SLMs, directly teaching each learner through printed words.

In your case, the benefit of ODL is that it provides access to education that you would not have gained otherwise. ODL allows you to study when and where it suits you and enables you to continue learning while also fulfilling your commitments to the family, work and community. You may be pursuing higher education for various reasons such as—you might be interested in changing your career or you might simply want to expand your knowledge base for personal enrichment. Whatever may be the reason, unlike in the conventional system, ODL provides you with flexitime learning experience while catering to your learning needs. It is important for you to bear in mind that in ODL, you are not pursuing your studies alone on your journey.

We encourage you to make full use of the facilities provided by the University during your study at KKHSOU. You should always make an attempt to regularly attend the counselling sessions at the study centre where you have enrolled, form study groups with your programme-mates, check for the latest academic updates in the University website: [www.kkhsou.in](http://www.kkhsou.in), participate in academic discussion with your fellow learners as well as your teachers through Facebook or WhatsApp groups, contact your tutors at the study centres or the teachers at the University headquarters. Further, your tutors in the study centers shall be there to help you understand the course materials, clarify the concepts you find difficult and collaborate with you to enhance your learning experience.

Feel free to learn and enjoy learning towards successful completion of the Programme.

## **4. INTRODUCING THE BBA PROGRAMME**

The Bachelor of Business Administration (BBA) programme of Maniram Dewan School of Management of KKHSOU is designed to enable the learners to imbibe the relevant knowledge and skills of management and entrepreneurship. This programme has been thoroughly revised in accordance with the UGC Regulations on Open and Distance Learning, 2017. Syllabi of this Programme have been finalized after a series of deliberations and discussions with academic experts in the respective field from Universities of repute, viz., Gauhati University. The quality of Curriculum and Syllabus of this programme has been designed to accommodate the recent developments in the field of Higher Education in general and the subject in particular.

The programme begins with the compulsory courses like managerial subjects like the principles of Management and organisational behaviour, business economics, business mathematic & statistics, Accounting HRM, Marketing Management, Business and labour laws and etc.

However, in the 6<sup>th</sup> Semester, the learners will also get an opportunity to take any one area of specialisation from Finance, Marketing or Human Resource Management. The learners in the last semester i.e. in the 6<sup>th</sup> semester will get an opportunity to carry out a two months project work on the real life problems in industrial and business organizations.

### **4.1 Aims of the Programme:**

The BBA Programme aims at

- a. To educate and train individuals from different walks of life, who are desirous to study Management.
- b. To provide intensive theoretical and practical knowledge of management.
- c. To develop the essential management skills required to meet and participate in an increasingly domestic as well as global business environment
- d. To facilitate the working people who wish to develop their professional skills in management
- e. To help the learners with development of relevant knowledge and skills to start their own enterprises.

### **4.2 Objectives of the Programme:**

As you successfully complete this Programme, you will be able to:

- a. Gain knowledge and ideas needed to conduct research in the field of Management.
- b. Developing the required analytical, critical and application oriented skills for higher studies in Management.

### **4.3 Target Group:**

The BBA Programme has been designed for

- a. Learners like you who have an interest in pursuing higher education in Management through the ODL mode.
- b. New learners who have passed 10+2/higher secondary or any other subject with flying colours but failed to enrol in the conventional system of education for some reasons.

- c. In-service persons who would benefit from this programme in terms of career progression.
- d. Women learners, who want to get empowered with management education, acquire professional skills and start any entrepreneurial venture.
- e. Working people who wish to develop their professional skills in management and entrepreneurship.

#### **4.4 Duration:**

The minimum duration of the BBA Programme is three years. You are allowed to take a maximum of eight (8) years which means that you will get additional five (5) years along with your year of enrolment to complete this Programme. This is possible mainly because the mandate of KKHSOU is to provide 'flexitime' learning opportunity to all learners.

#### **4.5 Career Prospects:**

After successfully completing the BBA Programme, you will be able to

- pursue a Postgraduate Degree In Management
- get into corporate for job in Marketing, Finance or Operations Department. You can work as a Human Resource Executive as well.
- become an Entrepreneur and start their own business
- find a job In the Government Sector
- pursue program like Mass Communication, Travel and Tourism that can allow you to explore the new area while keeping intact the knowledge you gained during graduation in BBA.

#### **4.6 Study Hours:**

The BBA Programme consists of 96 credits, which means each of the total 24 courses/papers is of 4 credits. In the ODL system, a credit is often the measure of workload in terms of a student's learning efforts. One credit is equivalent to 30 study hours. Usually, a credit is calculated on the basis of the time spent for studying and doing practical works. Thus, a credit collectively refers to different aspects of study, such as

- Studying the SLMs
- Working on the assignments
- Doing the practical works
- Going through the texts and other Further Reading materials
- Listening and watching audio and audio-visual programmes
- Attending academic counselling sessions at the respective study centres and so on.

In one Semester comprising four courses/ papers having 4 Credits in each course, you will need to devote about 120 hours in each course to finish the course contents. However, as the 'flexi-time' option is available, you may yourself decide on the time to be devoted to the Programme. However, if you devote around 2-3 hours of meaningful and effective study every day, you will comfortably complete the programme in three years.

## 5. PROGRAMME STRUCTURE:

The BBA Programme comprises 6 Semesters with a total of 24 courses/papers. Each Semester will have 4 courses. Each course will carry 100 marks out of which 20 marks will be reserved for Home Assignments. All courses are compulsory. However, in the 6<sup>th</sup> Semester, the learners will get an opportunity to take any one area of specialisation from Finance, Marketing or Human Resource Management. Please note that in the 6<sup>th</sup> Semester, all the learners of BBA Programme have to compulsorily undertake a project work. The Project Report will be evaluated for 80 marks and viva voce will be for 20 marks.

The following are the Semester wise courses of the BBA Programme.

Semester	Title of the Courses	Brief Description	Recommended Readings
Semester 1	Principle of Management and Organizational Behavior	This course introduces us to the subject- Principles of Management and Organisational Behaviour. This course is designed as an introduction to management and organisational behaviour. As such, it will provide us with an overview of the many functions that managers must perform. We will discuss what management is, and in doing so, we will discover the management functions such as planning, organizing, staffing and controlling also we will discuss the organisation behaviour, Organizational behavior is the study of both group and individual performance and activity within an organization.	<ul style="list-style-type: none"> <li>Chand S. N. (2009), '<i>Management: Concepts, Theory and Practices</i>' New Delhi, Atlantic Publishers.</li> <li>Dutta M. (2002), '<i>Management Control System</i>'. New Delhi, S. Chand &amp; Company Ltd.</li> <li>Drucker, Peter F., '<i>Practice of Management</i>', Allied Publications, New Delhi.</li> <li>Gupta R.N. (2006), '<i>Business Organisation and Management</i>', New Delhi, S. Chand &amp; Company Ltd.</li> <li>Knootz Harold &amp; Weihrich Heinz (2007), '<i>Essentials of Management: An international perspective</i>'. New Delhi, Tata McGraw Hill.</li> </ul>
	Business Economics	This course introduces us to the subject- Economics. The study of Economics is very interesting as it enables us to explain some of the basic problems of our life– like the problem of making choices amongst our wants, that is– the problem of utilizing our limited resources to fulfill our unlimited wants. In doing this, it encompasses a wide array of subject matters which influences our basic day-to-day life.	<ul style="list-style-type: none"> <li>Ahuja, H. L. (2006), '<i>Modern Economics</i> (12th Ed.)', S. Chand and Company Ltd.</li> <li>Ahuja, H. L. (2007), '<i>Managerial Economics</i> (1st Ed.)', S. Chand and Company Ltd.</li> <li>Choudhury, R. K., '<i>Public Finance and Fiscal Policy</i>'. Kalyani Publishers.</li> <li>Chopra, P. N. (2008), '<i>Micro Economics</i> (2nd Ed.)', Kalyani Publishers.</li> <li>Dewett, K. K. (2005), '<i>Modern Economic Theory</i> (22nd Ed.)', S. Chand &amp; Sons.</li> </ul>
	Business Mathematics	The course is designed to give the learners the basic knowledge of mathematics. The study of mathematics is very useful as it helps us in explaining some of the situations of our daily life. In business, it occupies an important place as most of the business decisions are taken on the basis of mathematical calculation.	<ul style="list-style-type: none"> <li>Rao G.S.P. (2011), '<i>An introductory mathematics to business &amp; economics</i>'. New Delhi, Akansha Publishing House.</li> <li>Mohanty R.K. (2004). '<i>Integral calculus</i>'. New Delhi, Anmol Publications Pvt. Ltd.</li> <li>Akilesh K.B. &amp; Balasubrahmanyam S. (2009). '<i>Mathematics and statistics for management</i>'. New Delhi, Vikash Publishing House Pvt. Ltd.</li> <li>Tamuli, B. K. : '<i>Contemporary Algebra</i> (1977), New Book Stall, Guwahati-781001.</li> <li>Pandey, R.K., '<i>Differential Calculus</i>', Jaipur, RBSA Publishers, 2009, 1<sup>st</sup> edition.</li> </ul>
	Business Environment	This course is designed to cover the in-depth and essential concepts within business related subjects. In this challenging time it is very much essential to study the turbulent business environment. Knowledge of the business environment will enable the learners to place every issue related to business in its proper perspective and make a sound decision to solve the problem. This course related to business environment is a comprehensive self-learning material which covers the discussions of all	<ul style="list-style-type: none"> <li>C. Fernando (2011). '<i>Business Environment</i>', Pearson India, India</li> <li>Ahuja. V.K.(2015), '<i>Intellectual Property Rights in India</i>' (2nd Edition). JBA Publishers, New Delhi.</li> <li>Cherunilam Francis (2010), '<i>International Business- Text and Cases</i>', (Fifth Edition). PHI Learning Private Limited, New Delhi.</li> <li>Desai Vasant (2001), '<i>Dynamics of Entrepreneurial Development and Management</i>', Himalaya Publishing House.</li> </ul>

		environmental factors in greater detail. The discussion throughout the course is simple and logical.	<ul style="list-style-type: none"> <li>Francis Cherunilam (2014), '<i>Business Environment- Text and Cases</i>', Himalaya Publishing House, Mumbai, Revised Edition, 2014</li> </ul>
Semester 2	Business Statistics	The course introduces us to the subject-Statistics. The course is divided into two blocks. This course deals with the introduction to statistics. In this block, various measures of central tendency and dispersion will also be discussed. Concept of skewness, moments and kurtosis are covered in this block. Theories related correlation and regression, the concept of probability, concept of random variables and its probability distribution, types of discrete probability distributions, Concept of Index numbers and Time series will be discussed in this course.	<ul style="list-style-type: none"> <li>Agarwal, D.R. (2006). '<i>Business Statistics</i>', Delhi, Vrinda Publications.</li> <li>Gupta S. C. (1994), '<i>Fundamentals of statistics</i>', New Delhi, Himalayan Publishing House.</li> <li>Rajagopalan, S.P. &amp; Sattanathan R. (2009), '<i>Business Statistics and Operations Research</i>'. New Delhi, Tata McGraw-Hill.</li> <li>Sharma, J. K. (2007), '<i>Business Statistics</i>'. New Delhi, Pearson Education Ltd.</li> <li>Verma, A. P. (2007), '<i>Business Statistics</i>'. Guwahati, Asian Books Private Limited.</li> </ul>
	Marketing Management	The course will focus on different aspects of marketing management. Because of the increasing expectations of customers, the process of marketing also has become very complex. Today's marketing concept mainly focuses on customers. This course aims at equipping the learners with the required knowledge and skill for using marketing processes for diverse professional purpose.	<ul style="list-style-type: none"> <li>Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha (2007), '<i>Marketing Management</i>', Published by Pearson Education</li> <li>V. S. Ramaswami and S Namakumari (2003), '<i>Marketing Management</i>', Published by Macmillan India Limited</li> <li>Valarie A. Zeithaml and Mary Jo Bitner, '<i>Service Marketing</i>', Tata Mc Graw Hill, 3rd Edition.</li> <li>Satish K. Kapoor and Purva Kansal (2003), '<i>Basics of Distribution Management</i>', Prentice Hall of India, New Delhi.</li> </ul>
	English for Professional Studies	This course deals with English as a subject for study for the Professional courses. English as a global language, with increasing application in an array of professional engagements, has acquired a new importance today. This course aims at equipping the learners with the required knowledge and skill for using English as a medium of communication for diverse professional purposes. Accordingly, the course has been designed to teach the learners the fundamentals of English in terms of grammar, vocabulary and composition, and the division of the units is made to suit that purpose. Relevant emphasis has been given on the general principles of communication as well as the drafting of letters, memos and reports. It goes without saying that the professional executives need adequate linguistic abilities in the transaction of their professional work.	<ul style="list-style-type: none"> <li>McGee, Paul. How to write a CV that works revised and updated 4<sup>th</sup> Edition.</li> <li>Wallwork, Adrian. (2014). CVs, Resume and LinkedIn, A Guide to Professional English. Italy and Springer Science Business Media, New York.</li> <li>R.C. Sharma, Krishna Mohan, "Business Correspondence and Report Writing," 3rd edition. 2. Lesikar, Flatley "Basic Business Communication" 10<sup>th</sup> Edition.</li> <li>Office Organization &amp; Management by C.B. Gupta. (Sultan Chand &amp; Sons)</li> <li>Office Management by R.K. Chopra. (Himalaya Publishing House)</li> </ul>
	Financial Accounting	This course is designed to provide a basic understanding of financial accounting, including introductory accounting theory, concepts, principles and procedures. Financial accounting gathers and summarizes financial data to prepare financial reports such as balance sheet and income statement for the firm's management, investors, lenders, suppliers, tax authorities, and other stakeholders	<ul style="list-style-type: none"> <li>Ashis Bhattacharya (2010); '<i>Financial Accounting</i>'; Prentice hall of India Pvt. Ltd, New Delhi</li> <li>S. N. Maheshwari (fourth edition); '<i>Financial Accounting</i>', Vikash Publishing House Pvt. Ltd., New Delhi.</li> <li>B.B. Dam and H C Gautam, (2015); '<i>Theory and Practice of Financial Accounting</i>'; Capital Publishing Company, Guwahati</li> <li>R. L. Gupta and M. Radhaswamy, (2014), '<i>Advance Accountancy</i>', Sultan Chand &amp; Sons, New Delhi.</li> <li>SC Jain &amp; KL Narang, (2006), '<i>Accounting Theory and Management Accounting</i>', Kalayani Publishers.</li> </ul>

Semester 3	Human Resource Management	This course will focus on the different aspects of human resources in an organisation. With the increasing complexities in business environment, the management of people have become more complex. The business organisations need to manage people more efficiently at least cost, so that they can get maximum utilization of human resources.	<ul style="list-style-type: none"> <li>• Seema Sanghi; (2011), <i>Human Resource Management</i>, India, Macmillan.</li> <li>• Dr C B Mamoria, S V Gankar: (2009); <i>Personnel Management</i>, India, Himalaya.</li> <li>• S K Sharma, (2009); <i>Handbook Of HRM Practices Management Policies And Practices</i>, Global India Publications Pvt. Ltd.</li> <li>• C S Venkata Ratnam, B K Srivastava, (1991); <i>Personnel Management and Human Resource</i>, Tata McGraw-Hill Education, India.</li> <li>• Biswajeet Pattanayak (2004); <i>Human Resource Management, India</i>, Prentice Hall India Pvt.</li> </ul>
	Production & Operation Management	This course will focus on the different aspects of production in the organisation. With the increasing complexities in business organisation the production process also has changed. The business organisation needs to produce goods or services at least cost with better quality so that can get competitive advantage. Therefore, it is very important for the learners of management programme to be well versed with production and operation management.	<ul style="list-style-type: none"> <li>• Production and Operations Management by EE Adam &amp; R.J. Ebert, Prentice Hall.</li> <li>• Production Management, by K. Aswathappa, Himalaya Publishing House</li> <li>• Production and Operations Management, by R. Panneerselvam, PHI publications.</li> <li>• Production and Operations Management, by S.N. Chary, Tata Mc Graw Hill.</li> </ul>
	Business and Labour Laws	In the business world, the legal environment plays an important role. To monitor and control the functioning of the companies as well as to protect the consumers, law plays a vital role. In business world the legal environment plays an important role. The course "Business and Labour Laws" have been designed to give the learners the knowledge of the legal formalities that companies have to observe in their functioning. Different Acts included in this course will help the learners in understanding the various provisions of these Acts which are even useful in our daily life.	<ul style="list-style-type: none"> <li>• Commercial Law (including Company Law and Industrial Law); by Arun Kumar Sen and Jitendra Kumar Mitra.</li> <li>• Principles of Mercantile Law; by R.P Maheshwari and S.N. Maheshwari.</li> <li>• Elements of Mercantile Law; by N.D Kapoor.</li> <li>• Business Regulatory Framework; by K. C Garg, V. K. Sareen and Mukesh Sharma. The Workmen's Compensation Act, 1923; (Bare Act)</li> <li>• Handbook of Industrial Law, by N. D. Kapoor</li> </ul>
	Spoken English	The main objectives of the course is to acquaint the learners with the basic elements that make up English speech, and then to develop in them the necessary skills and techniques of oral communication, telephonic conversation, interviewing etc. through English. Competence in Spoken English is one of the four skills of LSRW to be acquired by anyone who is engaged or aspires to be engaged in a work situation that requires oral communication in English. In this course on Spoken English, we aim to introduce the learner to the basic features of oral communication. As it is known that speech is a form of communication performed orally, the units of this course will help the learners to understand some of the basic issues of conversation in English.	<ul style="list-style-type: none"> <li>• Barker, Alan. (2008). Improve your Communication Skills. Kogan Page.</li> <li>• Brown, G. &amp; Yule, G. (1983). Discourse Analysis. Cambridge University Press.</li> <li>• Carmen, Robert. (ed.). Spoken English: Flourish Your Language. Abhishek Publication: Chandigarh.</li> <li>• Eastwood, J. (1994). Oxford Guide to English Grammar. Oxford University Press.</li> </ul>
Semester 4	Fundamentals of Financial Management	This course will help you in understanding the basic concepts of corporate finance, role of finance manager, as well as the goals of financial management. In this course you will come to know about the objectives, steps in preparing a financial plan, forecasting. The companies raise the required funds by various means like issue of shares, debentures etc. and in certain cases they use their reserves. At the same time they prepare various financial statements	<ul style="list-style-type: none"> <li>• M.Y Khan &amp; P.K Jain (2017); <i>Financial Management</i>; McGraw Hill Education; Seventh edition</li> <li>• Prasanna Chandra (2017); <i>Financial Management Theory and Practice</i>; McGraw Hill Education; Ninth Edition.</li> <li>• I.M Pandey (2016); <i>Financial Management</i>; Vikas Publishing House; Eleventh edition.</li> </ul>

		like, Profit and Loss Account, Balance Sheet, Cash Flow etc. This course will focus on two important aspects of financial management i.e. preparation and analysis of financial statements.	<ul style="list-style-type: none"> <li>• Prasanna Chandra (2016); <i>Fundamentals of Financial Management</i>; McGraw Hill Education; 6 edition</li> <li>• C. Paramasivan &amp; T. Subramanian (2008); <i>Financial Management</i>; New Age International (P) Limited, Publishers; First edition</li> </ul>
	Human Resources Development	The course “Human Resource Development” of B.B.A. 4th semester which will focus on the different aspects of issues related to development of the human resource in an industry or in an organization. An organisation’s efficiency depends on the efficiency of its human resource. Therefore, the organisation must emphasis on the development of its human resource; it requires proper emphasis on training of its people to enhance their skill. At the same time, the organization must review the performance of its employees so that any shortcomings on their part can be removed without delay. The human resource manager is also concerned with motivation of employees and draws up an effective compensation plan in order to retain the existing employees and attract the new talent towards the organization.	<ul style="list-style-type: none"> <li>• Uday Kumar Haldar (2009), <i>Human Resource Development</i>; 1<sup>st</sup> Edition; Oxford University Press India.</li> <li>• Deb (2012); <i>Human Resource Development: Theory Practices</i>, 1st Edition; Ane Books India.</li> <li>• M S Tomar, B S Yadav (2010); <i>Human Resource Development In India (Conceptual Analysis And Strategies)</i>; Shree Publishers &amp; Distributors</li> </ul>
	Cost and Management Accounting	his course is about “Cost and Management Accounting”. Cost accounting is used to calculate the per unit cost of product, so if the management or the organisation does not know the per unit product price, they will not able to set the selling price of a product and determine the profit per unit which they can earn. Managers use cost accounting to support decision-making to cut a company’s costs and improve profitability and as a student of management each and every student should have a fair idea on important concepts like financial accounting, management accounting, material cost control and labour cost, overheads and job and contract costing, batch costing, etc which dependent on cost accounting. cost accounting establishes budget and actual cost of operations, processes, departments or product and the analysis of variances, profitability or social use of funds	<ul style="list-style-type: none"> <li>• Jain P K &amp; Khan MY(2017); <i>Management Accounting</i>, 7<sup>th</sup> edition Mcgraw Higher Ed, India</li> <li>• Narang K.L. &amp; Jain S.P.(2015), <i>Cost Accounting</i>, Kalyani Publications</li> <li>• Narang K.L. &amp; Jain S.P.(2015), <i>Cost And Management Accounting</i>,</li> <li>• Lal J &amp; Srivastava S (2013), <i>Cost &amp; Management Accounting</i>; Mcgraw Higher Ed</li> <li>• Banerjee (2013); <i>Cost Accounting: Theory and Practice</i>; PHI Learning Pvt Ltd; New Delhi</li> </ul>
	Environmental Studies and Disaster Management	Environmental and Disaster are the two most discussed terms in the world today. All living and non-living things we see around us contribute a part to our environment. But our environment is subjected to ruthless destruction leading to many problems and even to disasters. Disaster is an event of occurrence due to natural as well as human-induced factors. Generally, it happens without any warning or with a warning of a very short period of time. All disasters cannot be prevented, but if with adequate planning and prior preparations, the impact of disasters can be minimized to a large extent. Therefore, in order to resolve these problems, conservation of the environment is of utmost importance. It is also necessary to study disaster management. On the other hand, environment conservation and disaster management are possible only if the general people are made aware about them	<ul style="list-style-type: none"> <li>• Asthana, D. K. &amp; Meera, A. (2012) A Textbook of Environmental Studies. New Delhi: S. Chand and Company Ltd.</li> <li>• Bharucha, E. (2004). A Textbook of Environmental Studies. New Delhi: UGC.</li> <li>• Das, A.K. and Saxena, K.G. (1996). Conserving Biodiversity for Sustainable Development. New Delhi: INSA.</li> <li>• Frame, B. and Victor, J. (1993). Biodiversity Conservation. New Delhi: British High Commission.</li> <li>• Heywood, W.H. and Watson, R.T. (1995). Global Biodiversity Assessment. London: Cambridge University Press.</li> </ul>

Semester 5	Entrepreneurship and Small Business Management	This course will focus on the different aspects of business. The course is meant to create interest in business management students to focus on setting up of their own business. This course presents specific reasons for growing importance of entrepreneurship. This course will help the student in enhancing their knowledge in the field of entrepreneurial development.	<ul style="list-style-type: none"> <li>• B. Bhatnagar and A Budhiraja (2011), <i>Entrepreneurship Development &amp; Small Business Management</i>, Vayu Education Of India</li> <li>• Khanka SS (2007), <i>Entrepreneurial Development</i>; S Chand &amp; Company; Reprint Edn. 2006 edition</li> <li>• Scarborough and Cornwell (2016), <i>Essentials of Entrepreneurship &amp; Small Business Management</i>, Pearson Education India; Eighth edition</li> <li>• Charantimath (2013), <i>Entrepreneurship Development and Small Business Enterprises</i>, Pearson Education India; Second edition</li> </ul>
	Sales And Retailing Management	This course will focus on the different aspects of marketing and Sales. The course is meant to create interest in business management students to focus on setting up of their own business. This course presents specific reasons for growing importance of Marketing. This course will help the learner in enhancing their knowledge in the field of sales and retailing.	<ul style="list-style-type: none"> <li>• Philip Kotler, Kevin Lane Keller, Abraham Koshy, and Mithileshwar Jha (2007), <i>"Marketing Management"</i>, Pearson Education</li> <li>• Bajaj, Chetan, , Nidhi Varma, Rajneesh Tuli Arya (2004). <i>Retail Management</i>. OUP India, 1st edition</li> <li>• Jobber, David, Lancaster, Geoff (2018), <i>Selling and Sales Management</i>, Pearson Education.</li> <li>• Manning, Gerald L., Reece, Barry L.(1997), <i>Selling Today : Building Quality Partnerships</i>, Pearson Education.</li> </ul>
	Insurance And Banking	The course "Insurance and Banking" of B.B.A. 5th semester will focus on the different aspects of insurance and banking. In today's world the financial sector plays an important role and within this financial sector <i>Banking</i> and <i>Insurance</i> has a significant role to play. Due to the increasing complexities of life there has been an increase in the demand for banking services along with the increase in insurance services to cover various commercial and personal risks. This course covers the syllabus in most easy manner, enabling the students to know the subject to the point.	<ul style="list-style-type: none"> <li>• M. N. Mishra, S. B. Mishra, (2005) ; <i>Insurance Principles and Practice</i>; S. Chand Publisher</li> <li>• Nalini Prava Tripathy, Prabir Pal, (2009); <i>Insurance: Theory And Practice</i>, Phi Learning Pvt. Ltd</li> <li>• Manas Tripathy, Simita Mishra, K. C. Mishra; (2009); <i>General Insurance Business Operations and Decision Making</i>; Cengage Learning India.</li> <li>• R. Keshavanathan,(2009); <i>Banking And Insurance Management</i>; Arise Publishers And Distributors</li> </ul>
	Computer Application in Management	This course will focus on the different aspects of computer application. The course is meant to create interest in computer usage. This course will help the student in enhancing their knowledge in the field of Information Technology. This course consists of two blocks.	<ul style="list-style-type: none"> <li>• Goal, Ritendra &amp; Kakkar, D. N. (2004); <i>Computer Application in Management</i>, New Age International Publishers, Delhi, India.</li> <li>• Henry, C. Lucas, Jr. (2001); <i>Introduction Technology for Management</i>, Tata McGraw Hill Delhi (India).</li> <li>• Jain, V.; <i>MS Excel 2002–Training Guide</i>, BPB Publication, New Delhi.</li> <li>• Lotia, M.; <i>World 2000–An Introduction</i>, BPB Publication, New Delhi.</li> </ul>
Semester 6	Project Study	Towards the partial fulfilment of the requirement of the Graduate Degree in Business Administration the students are required to undertake a two months project work on the real life problems in industrial and business organizations. In this course, students are encouraged to work on a specific problem in any area of management and submit a report thereon.	
	Office Management	This course "Front Office Management" of B.A. 6 <sup>th</sup> semester will focus on the different aspects of office. The course is meant to create interest in learners to focus on working environment of an office. This course presents specific reasons for growing importance of	<ul style="list-style-type: none"> <li>• Balachandran, V. and Chandrasekaran, V. (2009), <i>Office Management</i>, Published by Tata McGraw Hill Education Private Limited.</li> <li>• Chopra, R. K. and Chopra, Ankita (2009), <i>Office Management</i>, Published by Himalaya</li> </ul>

		Office Management. This course will help the learner in enhancing their knowledge in this field.	Publishing House.
	Organizational Development ( <i>HRM specialization</i> )	This course will focus on the different aspects of Management and organisation. The course is about organizational development - a process that applies a broad range of behavioural science knowledge and practices to help organisations build their capacity to change and to achieve greatness of effectiveness including increased financial performance, customer satisfaction and organisation member engagement.	<ul style="list-style-type: none"> <li>• Wendell L. French, Cecil H. Bell, (2006), <i>“Organization Development: Behavioral Science Interventions For Organization Improvement”</i>, Pearson Higher Education.</li> <li>• S. Ramnarayan &amp; T V Rao (2011), <i>“Organization Development: Accelerating Learning And Transformation”</i>, Sage India</li> <li>• Madhukar Shukla (1999), <i>“Understanding Organisation”</i>, Prentice Hall.</li> <li>• Kavita Singh (2010), <i>“Organizational change and development”</i>, Excel Books.</li> <li>• Robert T. Golembiewski (2010), <i>“Organization Development: Ideas and Issues”</i>, Transaction Publishers</li> </ul>
	Industrial Relation ( <i>HRM specialization</i> )	This course will focus on the different aspects of issues related to Human resource in an industry or in an organisation. So, this course will help you in gaining knowledge which you have to be applied in solving the complicated problems of human resource management. This course will also enhance the learner's knowledge on different aspects of Industrial relations.	<ul style="list-style-type: none"> <li>• Monappa, Nambudiri, Selvaraj (2012); <i>Industrial relations and labour laws</i>, Tata McGraw hill education private limited</li> <li>• Ratna (2009); <i>Industrial Relations</i>. Macmillan publishers India Ltd</li> <li>• C. S. Venkata Ratnam (2006), <i>Industrial relations</i>; oxford university press; India</li> <li>• Ajit kumar Ghosh (2011); <i>industrial relations: text and cases</i>; Manas publications, India</li> <li>• Md. Shahabuddin Usmani (2010); <i>industrial relations in India</i>; Sonali publications.</li> </ul>
	Advertising and Promotion Strategy ( <i>Marketing specialization</i> )	This course will focus on the different aspects of marketing. Advertising helps the marketer in promoting a product or services. This course will enhance the learner's knowledge on different aspects of Advertising.	<ul style="list-style-type: none"> <li>• William D. Wells, John Burnett, Sandra Moriarty (2007); <i>Advertising : Principles and Practice 7th Edition</i>; Pearson</li> <li>• Ruchi Gupta (2012); <i>Advertising Principles and Practice: With 17 recent Indian Case Studies 1st Edition</i>; S. Chand Publisher, India</li> <li>• Sangeeta Sharma, Raghuvir Singh (2009); <i>Advertising: Planning And Implementation 1st Edition</i>; Phi Learning (2009)</li> </ul>
	Consumer Behaviour ( <i>Marketing specialization</i> )	This course will focus on the different aspects of marketing. Consumer behaviour is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. This course will enhance the learner's knowledge on buying behaviour of consumers.	<ul style="list-style-type: none"> <li>• Leon G. Schiffman, Leslie Lazar Kanuk and S. Ramesh Kumar, <i>“Consumer Behaviour”</i>, (10<sup>th</sup> Edition, 2010) Pearson, New Delhi.</li> <li>• Satish K. Batra and S H H Kazmi (2<sup>nd</sup> Edition, 2008), <i>“Consumer Behaviour”</i>, Excel Books, New Delhi.</li> <li>• D. Hawkins, R. Best, K. Coney, A. Mookerjee (9<sup>th</sup> Edition, 2007) <i>“Consumer Behaviour”</i>, Tata McGraw-Hill Publishing Company Limited, New Delhi.</li> <li>• Majumdar Ramanuj (2010), <i>“Consumer Behaviour: Insights from Indian Market”</i>, Phi Learning, India.</li> </ul>
	Indian Financial Systems ( <i>Finance specialization</i> )	This course has been structured to give the learners of B. Com. programme the basic idea about the financial system in our country. The Indian financial system consists of financial institutions, financial markets, financial instruments and financial services.	<ul style="list-style-type: none"> <li>• Batra G.S. (2002). Financial services and markets. New Delhi, Deepand Deep Publication Pvt. Ltd.</li> <li>• Mishkin, Frederic S. (2007) Financial Markets and Institutions. New Delhi, Pearson Education Ltd.</li> <li>• Srivastava, R.M. (2009). Management of Indian financial institutions. New Delhi, Himalaya Publishing House.</li> <li>• Khan, M. Y. (2007). Indian Financial System. New Delhi. Tata McGraw Hill.</li> </ul>

			<ul style="list-style-type: none"> <li>• Pathak, Bharati V (2006). The Indian Financial System: Markets, institutions and services. New Delhi, Pearson Education Ltd.</li> </ul>
	Rural Development and Rural Finance in India ( <i>Finance specialization</i> )	This course deals with rural development, approached to rural development, rural unemployment, rural finance, role of commercial banks, cooperative banks, NABARD etc.	<ul style="list-style-type: none"> <li>• Manei Ahuja (2013); Rural Development: Indian Context; Gully Baba Publishing House (P) Ltd.</li> <li>• Katar Singh, Anil Shishodia (2016). Rural Development: Principles, Policies, and Management; SAGE Publications India Private Limited; Fourth edition</li> <li>• Rais Ahmad (2012); Agriculture, Rural Banking &amp; Micro Finance in India; New Century Publications; 1 edition</li> </ul>

[**Note:** The syllabus of each course shall be intimated to the learners through the SLMs provided to them on the date of admission to each Semester.]

## 6. LEARNER SUPPORT SERVICES (LSS)

Learner Support Services (LSS) constitute the most important component of the ODL system around the globe in the 21<sup>st</sup> century. KKHSOU also provides some need based support services, which are as the following:

### 6.1 Face-to-face Counselling

KKHSOU provides face-to-face contact sessions between the learners and counsellors/tutors at the study centres to clarify their doubts and answer to their academic queries related to their programme of enrolment. This is called ‘Academic Counselling’, which is normally held on weekends or on Sundays at the KKHSOU Study Centres. You can contact your study centre for the schedule of such counselling programme and seek Academic Counselling for your courses.

Attending the counselling sessions is not compulsory. We however, advise you to attend them as far as possible, because such counselling sessions are very useful for:

- Sharing views and ideas with your counsellors and fellow learners.
- Understanding the complex and difficult issues/topics/ideas discussed in your SLMs.
- Getting clarification on many of your doubts, which you could not have solved yourself.

Note that Counselling is not lecturing, though a counselling session may include a short lecture to trigger a fruitful discussion. In fact, the counselling session is a group activity session, where you participate in discussions, share your views and/or listen to audio/audio-visual programmes and do all other sorts of activities to comprehend your units. Therefore, it is important that you regularly come to the counselling sessions thoroughly prepared, after reading the relevant Blocks and units.

Your Study Centre will inform you about the schedule of counselling sessions. You should contact the Study Centre co-ordinator for the counselling schedule just after you enrol in our University. If your problems are not solved and if the counsellors refuse to hold counselling at the centre, you may immediately inform the university Headquarters. You may also contact

the faculty members of Management at KKHSOU through the E-mail ids provided at the end of this Guide. They will personally extend their support and advise as and when necessary.

## 6.2 ICT-Based Support Services

The following are some of the ICT-based support services of KKHSOU.

- a. **KKHSOU Website:** The University website [www.kkhsou.in](http://www.kkhsou.in) serves as a single window for obtaining all necessary information regarding the University. The website also includes the customised study centre search facility based on its location or programme on offer.
- b. **Community Radio Service (CR):** “Jnan Taranga” (90.4 MHz) the Community Radio is an important platform for the broadcast of educational programmes, which include debates, discussions and talk shows. The e-Radio can also be accessed through the URL: <http://jnantaranga.kkhsou.in/iradio/>
- c. **Ekalavya:** KKHSOU with the help of Prasar Bharati has launched a special educational programme named ‘Ekalavya’ which is aired every Saturday from 8.00 PM to 8.30 PM through All India Radio, Guwahati and Dibrugarh.
- d. **Akashvani Phone-in Programme:** KKHSOU offers one hour live phone-in programme through AIR, Guwahati and Dibrugarh where officers and experts from the University clarify queries put across to them over telephone. This phone-in programme is aired every Thursday from 9.15 AM to 10.15 AM.
- e. **e-SLM:** This serves as the digital repository where e-study materials are uploaded for the benefit of the learners. E-SLMs can be accessed through: [eslm.kkhsou.in](http://eslm.kkhsou.in).
- f. **KKHSOU Central Library:** The University Library provides access to Online Public Access Catalogues (OPAC), subscribed journals and databases and a huge number of important books in different disciplines. It also provides access to various online directories including Directory of Open Access Journals (DOAJ) and Open Access Journals Search Engine (OAJSE), which can be used to browse and search thousands of Open Access Journals from across the world.
- g. **KKHSOU Digital Library:** This acts as the resource centre for the University. The Digital Library at Krishna Kanta Handiqui State Open University is an online locus for collecting, preserving and disseminating the institute’s output to the Global community. URL: <http://dlkkhsou.inflibnet.ac.in/>
- h. **KKHSOU Mobile APP:** The KKHSOU mobile App, which can be downloaded from Google play store, works as miniature version of the University website.
- i. **KKHSOU YouTube Videos:** Most of the audio-visual educational programmes of KKHSOU can be accessed through <https://www.youtube.com/user/kkhsou>.

## 7. COURSE ASSESSMENT

Assessment in a course is based on two components—(a) “tutor-marked assignments” (TMAs) and (b) Semester-end examination. You are expected to learn and fully utilise the course materials provided in the form of Self Learning Materials (SLM), and read some of the books from the Further reading list provided at the end of each unit. You are strongly advised to read extra materials related to this course and discuss topics of interest with your course-mates. Important information regarding Course Assessment shall be made available in the University Website from time to time. Some of you learn best on your own but many of you learn through discussions with your friends and course mates. Opinions and insights you gather while discussing with your course mates are as valuable as those you can acquire from reading and attending the counselling sessions.

When you submit your assignments, you should not present the work of others as your own work. This includes submitting an assignment or part of an assignment, which has been written jointly with other persons or has been copied in its entirety or in part from the works of other persons without proper acknowledgement. Such actions or attempts are considered academic dishonesty (plagiarism). If you violate this norm, you will be liable to disciplinary action as may be specified by the University.

### 7.1 Tutor-Marked Assignments (TMAs)

Each course of BBA Programme has one set of Assignments of 50 marks. Assignments are compulsory and are supposed to be TMAs (Tutor Marked Assignments). The assignment carries 20% weightage in the final result. You must submit the assignment responses at your study centres as per the date specified.

Please note that assignment is an important component of your study. The purpose of assignments is to help you get through the courses. Your counsellor or evaluator will write comments on your assignment to facilitate your learning. The assignments, being a process of formative evaluation, will help you to understand how you are progressing in your studies. All the assignments submitted earlier will be carried forward. This is applicable, only if you extend your study to the subsequent Semester.

**Note:** Several ill practices have been reported to the University Headquarters regarding submission of assignments written by others or copying and submission of the same answers by several learners. After detection of such anomalies, KKHSOU reserves the right to penalise such learners. It should always be kept in mind that by adopting unfair practices, the learner is not cheating others except himself or herself.

The following are some important guidelines for writing your assignment responses:

- Make sure that you have answered all the questions of an assignment before you send them to the study center. Incomplete assignments shall bring you poor grades, or non-submission of assignments in time may lead to withholding of results.
- Answer the questions of the assignment as directed after a careful study of the Units available in the SLMs.
- You should not send printed articles as your answers for assignments, nor should you reproduce the text of the SLMs verbatim. Write assignments in your own words and in your own handwriting. However, don't forget to put your signature at the end. Typed assignment responses are never allowed.

- Ensure that you keep a copy of the assignment responses with yourself. You might need them in case you have to re-submit the assignment responses due to some unforeseen circumstances.
- While submitting the assignment, don't forget to collect the receipt. You may also get the receipt signature from the study centre on the assignment copy kept with you.
- Be precise in your response. Keep the word limit of the assignments in mind.

## 7.2 Practical Components/Projects:

Towards the partial fulfilment of the requirement of the Graduate Degree in Business Administration the students are required to undertake a two months project work on the real life problems in industrial and business organizations. In this course, students are encouraged to work on a specific problem in any area of management and submit a report thereon.

The objective is to give the student an opportunity to develop their skills in identifying issues in concrete management situation, collecting and analyzing data and apply management concepts and techniques to deal constructively with management problems and suggest solutions. For the project work each student will be under the guidance of a faculty adviser. She/He will be required to submit a comprehensive report of the Project and defend the same before the examining body.

The project carries 100 marks and it is mandatory to submit the Project Report before the completion of the programme.

### A. Types of Project:

- The Project may be taken on any one of the following areas :  
Marketing /Finance/ HRM
- The project should be done in core specialization area of B.B.A course only.
- Comprehensive case study (covering single organization/multifunctional area problem, formulation analysis and recommendations)
- Inter-organisational study aimed at inter-organisational comparison/ validation of theory/survey of management services.
- Evolution of any new conceptual / theoretical framework.
- Field study (empirical study).
- The project can be based on primary or secondary data.

### B. Project Proposal (Synopsis): Submission, Changes and Acceptance of Project Proposal (synopsis):

- Learners are advised to send their project synopsis and name and address of the project guide to the Coordinator, Study Centre. The synopsis should include the following:
  - Title of the Study
  - Objectives and importance (significance) for the Study
  - Research Methodology opted for the Study (stating nature, sources, collection of data; research tools and techniques to be used; sampling procedure). Along with this, a brief profile of the organization proposed to be covered in the project should also be included.
  - Limitations and Scope of the Study.
- If the learner wants to undertake a new project by changing his/her earlier project proposal, he will have to justify his new choice. Without valid ground and certification from his/her guide, no change in project proposal will be entertained.

- In any case, changes in project proposal will not be allowed after submitting the second project proposal. The second proposal will be considered as final.
- It is necessary that the learners finalize their project proposal well ahead of time.
- It is to be noted that changes in project proposal will not be entertained in the last month of the programme.
- In order to complete the project in due time, a learner should devote at least 120 days for his/her project. This time should be judiciously divided into various phases like field study & interview, data collection, data tabulation, data interpretation and data analysis.

### C. Project Guide:

- Faculties in the department of Commerce, Management or Economics of KKHSOU.
- Faculties in the departments of Commerce, Business Management or Economics in colleges/institutions affiliated to any Indian University and having minimum five years of teaching experience.

### D. Marks Distribution And Viva Voce:

Total marks (100) = 80 (Report writing) + 20 (Viva Voce)

Both internal guide and the external examiner will evaluate the project report and award marks out of 80. Candidate shall appear in a viva voce examination to be scheduled by the university and to be held one of the study centres.

## 7.3 Semester-end Examination:

KKHSOU conducts Term-end examination twice a year normally in February-March and July-August at the end of the each Semester. You become eligible to sit for the Semester-End Examination for BBA Programme only after the completion of the minimum duration for each Semester. To appear for the Semester-end Examination you should have:

- a. Submitted all the assignments in the prescribed format and within time.
- b. Submitted filled in Examination Form on time as specified by the Controller of Examination.

The final examination shall be conducted at the designated examination centre. The examination will be a proctored examination of three-hour duration for full paper and 2 hours for half paper. The final examination contributes 80% of the total course marks. The overall assessment is done as per the following:

Assignments: 20%

Semester-end Examination: 80%

**Total marks:** 100%

**Note:** The term end exam shall cover all the units in all 4 courses in one Semester. However, in some programmes there is a provision of half paper with 2 credits. The format of examination paper and sample exam paper are made available through the URL: <http://learnerportal.kkhsou.in/>. You may also access the tentative academic calendar through the University website. Besides, all learners may maintain a learning diary regarding important dates such as—date of enrolment, date of submission of assignment, form fill up dates, Semester-end examination dates etc. for their own convenience.

## 8. FACULTY MEMBERS IN DEPARTMENT OF MANAGEMENT

1. 

**Prof. (Dr.) Nripendra Narayan Sarma**  
Professor, MBA, Dip T & D, Ph.D  
**Specialisation:** Rural Marketing, Marketing Management  
**Email:** nnsarma@kkhsou.in
2. 

**Dr. Smiritishikha Choudhury**  
Assistant Professor, MBA, Ph.D  
**Specialisation:** Advertising, Branding, Marketing Management  
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3. 

**Dr. Chayanika Senapati**  
Assistant Professor, MBA, Ph.D  
**Specialisation:** Organisational Behaviour, HRM, HRD  
**Email:** chayanikasenapati@kkhsou.in

## 9. CONTACT US:

**Headquarters:** Patgaon, Rani Gate, Guwahati- 781017, Assam, India.

**City Office:** Housefed Complex, Last Gate, Dispur, Guwahati-781006, Assam, India.

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### For online admission related queries:

Email: itcell@kkhsou.in

Phone: 9126121516

### For Study Centre related issues:

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### For exam related issues:

Email: dre@kkhsou.in

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QR Code for University Website