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No. 888/BoS/DBM/OU/2021

Date: 08.09.2021

To

All the Principals of BBA Colleges.

Sub: Modifications in BBA – 2019-20 syllabus.

Sir/Madam,

It is approved in the Board of Studies Meeting held on 01.09.2021 at 11.00 a.m. in the EC Room, Department of Business Management, Osmania University, Hyderabad. The following are the resolutions of BBA 2019-2020 syllabus.

Resolution: The members discussed and agreed to revision of BBA syllabus of 2019-20 and making the following changes as per the OU-CBCS Structure Guidelines Letter No. MR 488/M/Acad./2021 Dated 14.07.2021 and Letter No. 04/M/Acad-III/2020 Dated 04.01.2021 relating to Skill Enhancement Courses for UG Courses. It was decided to modify the Skill Enhancement courses as follows:

II Yr - III Sem

UGC Specified SEC1: a) Communication Skills
b) Professional Skills

Dept. specified SEC2 : a) Basic Quality Management
b) Business Policy and Strategy

II Yr – IV Sem

UGC Specified SEC3: a) Leadership and Management Skills
b) Universal Human Values

Dept. specified SEC4: a) Start up Management
b) Business Intelligence & Data Visualization

The credit for Business Analytics is corrected to 4 Credits. Members were of the opinion that both Business Analytics (Generic elective) and Project Report are to be offered in the final year. As BBA is a professional course two generic courses are being offered and Project report is also compulsory for students to do practical work in their elective area. Overall total credit for BBA in 2019-20 is 154 credits. Grading is revised as per the UGC and OU guidelines.

Hence, I request you to make the modifications in 2019-20 syllabus.

V. Sudha
CHAIRMAN
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