



MAHATMA GANDHI UNIVERSITY, KERALA

Abstract

Academic - Regulations - Mahatma Gandhi University Bachelor in Business Administration (BBA, BBA (Honours), BBA (Honours with Research)) Regulations, 2024 (As per AICTE Norms) - Approved - Orders Issued :-

LEGISLATION

No. 7319/LEGN/2024/MGU

Priyadarsini Hills, Dated: 08.08.2024

Read:-(1). Mahatma Gandhi University Bachelor in Business Administration (BBA, BBA (Honours), BBA (Honours with Research)) Regulations, 2024 (As per AICTE Norms), Submitted by the Chairman, FYUGP implementation Committee, to the Vice Chancellor on 27.07.2024.
(2). Orders of the Hon. Vice Chancellor dated 05.08.2024 in File No.89154/ACA16-2/2024/ACA16.

ORDER

All India Council for Technical Education (AICTE), as per the Provisions of All India Council for Technical Education Act, 1987 (AICTE Act) as mentioned in its Chapter 2-g shall regulate Under Graduate (UG) courses in Management (BBA/BMS) and Computer Application (BCA) along with Post Graduate Courses in Management (MBA/MMS) and Computer Applications (MCA) from the Academic Year 2024-25. Accordingly, all the existing institutes offering or intending to offer UG Courses in Management (BBA/BMS) and Computer Applications (BCA) are required to take AICTE Approval from the Academic Year 2024-25.

In this context, colleges under Mahatma Gandhi University, Kottayam, already running Under Graduate courses in Management (BBA/BMS) and existing/new institutes intending to offer UG Courses in Management (BBA/BMS) are required to follow the curriculum frameworks provided by AICTE in April 2024 and July 2024.

Further, an Expert Committee was constituted for the implementation of the AICTE Regulations. The committee drafted the regulations for BBA programme namely MGU_ BBA, BBA (HONOURS), BBA (HONOURS WITH RESEARCH) REGULATIONS, 2024, as per the model Curriculum for UG programme in Bachelor of Business Administration provided by AICTE in April 2024 and July 2024. The Expert Committee vide read (1) above submitted the Regulations to the Hon.Vice Chancellor.

In view of the urgency of the matter, sanction has been accorded by the Hon. Vice Chancellor, by exercising the powers of the Academic Council vested under Section 10(17) of the Mahatma Gandhi University Act 1985, vide file read as (2) above, to approve "MAHATMA GANDHI UNIVERSITY BACHELOR IN BUSINESS ADMINISTRATION BBA, BBA (HONOURS), BBA (HONOURS WITH RESEARCH) REGULATIONS, 2024 (As per AICTE Norms)" appended along with this order.

These Regulations shall come into force with effect from 2024-2025 academic year.

Orders are issued accordingly.

SAJU O C

ASSISTANT REGISTRAR VII (ADMIN)
For REGISTRAR

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Section Officer

മഹാത്മാഗാന്ധി സർവ്വകലാശാല, കേരളം

MGU_ BBA, BBA (Honours), BBA (Honours with
Research) 2024

മഹാത്മാഗാന്ധി സർവ്വകലാശാല, കേരളം

**MAHATMA GANDHI UNIVERSITY BACHELOR IN
BUSINESS ADMINISTRATION**

(BBA, BBA (HONOURS), BBA (HONOURS WITH RESEARCH) REGULATIONS, 2024

(As per AICTE Norms)

PREAMBLE

All India Council for Technical Education (AICTE), as per the Provisions of All India Council for Technical Education Act, 1987 (For short, "AICTE Act") as mentioned in its Chapter 2-g Shall Regulate Under Graduate (UG) courses in Management (BBA/BMS) and Computer Application (BCA) along with Post Graduate Courses in Management (MBA/MMS) and Computer Applications (MCA) from the Academic Year 2024-25. Accordingly, all the existing institutes offering or intending to offer UG Courses in Management (BBA/BMS) and Computer Applications (BCA) are required to take AICTE Approval from the Academic Year 2024-25.

In this context, colleges under Mahatma Gandhi University, Kottayam, already running Under Graduate courses in Management (BBA/ BMS) and existing /new institutes intending to offer UG Courses in Management (BBA/BMS) are required to follow the curriculum frameworks provided by AICTE in April 2024 and July 2024.

Further, an Expert Committee was constituted for the implementation of the AICTE Regulations. The committee drafted the regulations for BBA programme namely **MGU_ BBA, BBA (HONOURS), BBA (HONOURS WITH RESEARCH)**

REGULATIONS, 2024, as per the model Curriculum for UG programme in Bachelor in Business Administration provided by AICTE in April 2024 and July 2024.

REGULATIONS

1. Short Title and Commencement

- i. These Regulations may be called the **MAHATMA GANDHI UNIVERSITY BBA, BBA (HONOURS), BBA (HONOURS WITH RESEARCH) REGULATIONS, 2024 {MGU- BBA, BBA (HONOURS), BBA (HONOURS WITH RESEARCH)}** as per the AICTE model Curriculum for UG programme in Bachelor in Business Administration, 2024
- ii. These Regulations will come into effect from the academic year 2024-2025 and will have a prospective effect.

2. Scope and Application

- i. These Regulations shall apply to all Under Graduate programme in Business Administration conducted by the MAHATMA GANDHI UNIVERSITY and its affiliating institutions for the admissions commencing in the academic year 2024- 2025.

3. Features of BBA, BBA (HONOURS), BBA (HONOURS WITH RESEARCH)

- i) BBA is a Stand-alone programme as envisaged by AICTE, and no switching from BBA to other programmes is allowed.
- ii) Name of the programme: Bachelor in Business Administration, Bachelor in Business Administration (Honours) and Bachelor in Business Administration (Honours with Research)
- iii) Course Level/Duration/System: Undergraduate/Three years or Four Years/6 or 8 Semesters, with exit allowed only at the end of the 6th and 8th semesters.

The following options are available for the students joining in BBA programme:

- a) Three years: Bachelor in Business Administration (BBA)
- b) Four Years: Bachelor in Business Administration with Honours: BBA

(Honours) and

c) Bachelor in Business Administration Honours with Research :
BBA(Honours with Research)

iv) Eligibility criteria for opting for the course in the Fourth Year:

a) BBA (Honours with Research): Minimum 75% marks or equivalent CGPA in BBA Degree upto Sixth semester

b) BBA(Honours): BBA Degree

v) The students who are eligible for BBA (Honours with Research) shall have the choice to pursue either BBA (Honours) or BBA (Honours with Research)

vi) Credit Acquisition: Students can acquire the credits as listed below:

a. For BBA Degree: 133-180

b. For BBA (Honours/Honours with Research): 177-240.

vi). Student Induction Programme (SIP): A mandatory 3-week induction programme for the students has to be given at the beginning of the programme. The Essence and Details of the Induction program can also be understood from the 'Detailed Guide on Student Induction program', as available on AICTE Portal (Link:<https://www.aicteindia.org/sites/default/files/Detailed%20Guide%20on%20Student%20Induction%20program.pdf>).

A detailed guideline for the conduct of SIP is given in **Annexure I vii).**

Mandatory Visits/ Workshop/Expert Lectures:

- It is mandatory to arrange one industrial visit every semester for the students.
- It is mandatory to conduct a One-week workshop at the beginning or the end of the fifth semester on professional/ industry/

entrepreneurial orientation.

- It is mandatory to organize at least one expert lecture per semester by inviting resource persons from functional areas of management or inviting the professors of practice.

viii). For Summer Internship / Projects / Seminar etc.

- Evaluation is based on work done, quality of report, performance in viva-voce, presentation etc.

4. Definitions

Unless context otherwise required,

- Academic Year: Two consecutive (one odd and one even) semesters followed by a vacation in one academic year.
- Academic Week: A unit of five working days in which the distribution of work is organised, with five contact hours of one-hour duration on each day.
- Academic Credit:

1 Hr. Lecture (L) per week	1 Credit
1 Hr. Tutorial (T) per week	1 Credit
1 Hr. Practical/ Practicum (P) per week	0.5 Credit
2 Hours Practical/ Practicum (P) per week	1 Credit

iv. Course code

Course code	Definitions
L	Lecture
T	Tutorial
P	Practical/ Practicum
CC	Core Courses
AEC	Ability Enhancement Courses
MDE	Multi-Disciplinary Elective course
VAC	Value Added Courses
SEC	Skill Enhancement Courses
DSE	Discipline Specific Elective
OE	Open Elective

- v. **Academic Bank of Credits (ABC):** An academic service mechanism as a digital/ virtual entity established and managed by Government of India to facilitate the learner to become its academic account holders and facilitating seamless learner mobility, between or within degree-granting Higher Education Institutions (HEIs) through a formal system of credit recognition, credit accumulation, credit transfers and credit redemption to promote distributed and flexible process of teaching and learning.
- vi. **Credit Accumulation:** The facility created by ABC in the Academic Credit Bank Account (ABA) opened by the learner across the country in order to transfer and consolidate the credits earned by them by undergoing courses in any of the eligible HEIs.
- vii. **Credit Recognition:** The credits earned through eligible/ partnering HEIs and transferred directly to the ABC by the HEIs concerned.
- viii. **Credit Redemption:** The process of commuting the accrued credits in the ABC of the learner for the purpose of fulfilling the credits requirements for the award of various degrees. Total credits necessary to fulfil the criteria to get a degree shall be debited and deleted from the account concerned upon

collecting a degree by the learner.

- ix. Credit Transfer: The mechanism by which the eligible HEIs registered with ABC are able to receive or provide prescribed credits to individual's registered with ABA in adherence to the AICTE/ UGC credit norms for the course(s) registered by the learner in any HEIs within India.
- x. Credit Cap: Maximum number of credits that a student can take per semester, which is restricted to 30.
- xi. Continuous Comprehensive Assessment (CCA): The mechanism of evaluating the learner by the course faculty at the institutional level.
- xii. End Semester Evaluation (ESE): The mechanism of evaluating the learner at the end of each semester.
- xiii. Audit Course: A course that the learner can register without earning credits, and is mandatory for completing the MGU- BBA, BBA (HONOURS), BBA (HONOURS WITH RESEARCH). If the student has 75% attendance in an Audit Course, he/she/they is/are eligible for a pass in that course without any credit (zero credit).
- xiv. Courses: refer to the papers which are taught and evaluated within a programme, which include lectures, tutorials, laboratory work, studio activity, field work, project work, vocational training, viva, seminars, term papers, presentations, assignments, self-study, group discussion, internship, etc., or a combination of some of these elements.
- xv. Course Faculty: A faculty member nominated by the Head of the Department shall be in charge of offering a particular course in a particular semester.
- xvi. Department means any teaching department in a college offering a course of study approved by the University as per the Statutes and the Act of the University and it includes a Department, Centre, or School of Teaching and

Research conducted directly by the University.

- xvii. Programme means the entire duration of the educational process including the evaluation leading to the award of a degree.
- xviii. Regulatory Body means All India Council for Technical Education (AICTE).
- xix. Mapping of Marks to Grades: The mapping of marks to grades shall be done as per the following table:

Range of Percentage of marks	Assigned Grade
91-100	AA/A ⁺
81-90	AB/A
71-80	BB/B ⁺
61-70	BC/B
51-60	CC/C ⁺
46-50	CD/C
40-45	DD/D
< 40	FF/F (Fail due to less marks)
-	FR (Fail due to shortage of attendance and, therefore, to repeat the course) students have to acquire minimum 75% of attendance for a course to make them eligible to appear for End Semester Assessment of that particular course.

xx. **Exit Criteria after Third Year of BBA Programme**

The students shall have an option to exit after 3rd year of Business Administration Program and will be awarded with a Bachelor's in Business Administration.

xxi. **Re-entry Criteria in to Fourth Year (Seventh Semester)**

The student who takes an exit after third year without an award of degree may be allowed to re-enter in to Seventh Semester for completion of the BBA (Honours) or BBA (Honours with Research) Programme as per the respective University / Admitting Body schedule after earning requisite credits in the Third year.

xxii. **The Minimum eligibility criteria for opting the course in the fourth year will be as follows:**

a) **BBA (Honours with Research):** Minimum 75% marks or equivalent CGPA in BBA Degree up to Sixth Semester.

b) **For BBA (Honours):** BBA Degree

xxiii. Semester Grade Point Average (SGPA) is the value obtained by dividing the sum of credit points obtained by a student in the various courses taken in a semester by the total number of credits in that semester. SGPA shall be rounded off to two decimal places. SGPA determines the overall performance of a student at the end of a semester.

xxiv. Credit Point (P) of a course is the value obtained by multiplying the grade point (G) by the credit (C) of the course: $P = G \times C$

xxv. Cumulative Grade Point Average (CGPA) is the value obtained by dividing the sum of credit points in all the semesters earned by the student for the entire programme by the total number of credits in the entire programme and shall be rounded off to two decimal places.

xxvi. Grade Card means the printed record of students' performance, awarded

to them.

5. Students who have opted for the honours with research should successfully complete a research project under the guidance of the mentor and should submit a research report for evaluation. They must successfully defend the research project to obtain 20 credits under a faculty member of the University/ College/ Recognized Research Institute. The research outcomes of their project work may be published in peer-reviewed journals or presented at conferences or seminars or patented.
6. The curriculum comprises a balanced mix of Humanities & Social Science Courses, Management Courses, Core and Elective Courses (CC/DSE), Open Electives (OE), and a significant emphasis on hands-on learning through Projects, Seminars, and Internships.
 - Ability Enhancement Courses (AEC) is designed specifically to achieve competency in English and other languages (OL) as per the student's choice, with special emphasis on language and communication skills.
 - Multi-Disciplinary Elective (MDE) is so designed as to enable the students to broaden their intellectual experience by understanding the conceptual foundations of Science, Social Sciences, Humanities, and Liberal Arts. Third-semester MDE can be Kerala-specific content.
 - Skill Enhancement Courses (SEC) is designed to enhance 21st-century workplace skills such as creativity, critical thinking, communication, and collaboration.
 - Core Courses (CC) is designed so as to enable students to gain basic knowledge in the discipline.
 - Value Addition Courses (VAC) is so designed as to empower the students with personality development, perspective building, and self-awareness.
 - Discipline Specific Electives (DSE) is designed to provide the students with an opportunity to pursue in-depth study of a particular subject or discipline and develop competency in that chosen area.
7. The student has the option to register for and attend a course without taking

part in the CCA and ESE of that course. Such a course is called the Audit Course. If the student has 75% attendance in an Audit Course, he/she/they is/are eligible for a pass in that course, without any credit (zero-credit). The Audit Course will be recorded in the final grade card of the student.

8. All students shall undergo Summer Internship or Apprenticeship in a Firm, Industry or Organization; or Training with faculty or researchers or professionals or other Higher Education Institutions (HEIs) or Research Institutions or NGOs. Students may also choose to undertake social responsibility or community engagement. Students may choose to work as research assistants or teaching assistants.

Students will be provided the opportunities for internships with local industries, business organizations, agriculture, health and allied sectors, Local Government institutions (such as panchayats, municipalities), State Planning Board, State Councils/ Boards, Research Institutions, Research Labs, Library, elected representatives to the parliament/ state assembly/ panchayath, media organizations, artists, crafts persons etc. These opportunities will enable the students to actively engage with the practical aspects of their learning and to improve their employability.

SEMESTER-WISE CREDIT DISTRIBUTION OF PROPOSED *BBA (HONOURS) AND BBA (HONOURS WITH RESEARCH) PROGRAMME:*

Semester	Core Courses	Ability Enhancement Courses	Multi-Disciplinary Elective course	Value added Courses	Skill Enhancement courses	Discipline Specific Elective	Total
I	15	6	2	2	-	-	25
II	15	3	2	2	2	-	24
III	12	-	3	2	4	-	21
IV	16	-	-	4	3	-	23

V	8	-	-	-	4	8	20
VI	6	-	-	-	6	8	20
BBA (Honours)							
VII	12*				4	8	24
VIII					8	12	20
BBA (Honours with Research)							
VII	12					12	24
VIII					20		20

*4 credits are from OE/online course

Category-wise distribution

	CC	AEC	MDE	VAC	SEC	DSE	Total
BBA	72	9	7	10	19	16	133
BBA (Honours)	92	9	7	10	27	32	177
BBA (Honours with Research)	84	9	7	10	43	24	177

3 Years BBA Program	Total Credits = 133
4 Years BBA (Honours) and BBA (Honours with Research)	Total Credits = 177

Students can take extra credit courses from their own department or from other departments (AICTE approved) as per the Admitting Body / University norms. Extra credits will not be counted for awarding BBA degree/ BBA (Honours)/BBA(Honours with Research).

9. Attendance

- i. A student shall be permitted to register for the end-semester evaluation of a specific course to acquire the credits only if he/she has acquired 75% of attendance in that particular course (Note: Course-specific attendance).

- ii. A student is eligible for attendance as per the existing university and government orders which includes participation in a meeting, or events organized by the college or the university, a regularly scheduled curricular or extracurricular activity prescribed by the college or the university. Due to unavoidable or other legitimate circumstances such as illness, injury, family emergency, care-related responsibilities, bad or severe weather conditions, academic or career-related interviews students are eligible for authorized absence. Apart from this, all other eligible leaves such as maternity leave, and menstrual leave shall also be treated as authorized absences.
- iii. The condonation facility can be availed as per the university norms.

10. Outcome Based Approach

The curriculum is designed based on Outcome Based Education (OBE) practices. Programme Outcomes (PO) are provided as **Annexure -2**.

11. Assessment and Evaluation

The assessment shall be a combination of Continuous Comprehensive Assessment (CCA) and an End Semester Evaluation (ESE).

- i. 30% weightage shall be given for CCA. The remaining 70% weight shall be for the ESE.
- ii. Components of CCA:

Sl.No	Component	For 4 Credit Courses	For 3 Credit Course	For 2 Credit Courses
1	Test (Best out of Two)	15	10	10
2	Assignments	15	15	5
	Total	30	25	15

- iii. Suggestive methods of Assignments are as follows: (anyone or in combinations as decided by the course faculty/ course coordinator/ as designed by BOS)
 - a. Practical assignment
 - b. Observation of practical skills

- c. Quiz
- d. Interview
- e. Oral presentations
- f. In-class discussions
- g. Group tutorial work
- h. Reflection writing assignments
- i. Home assignments
- j. Self and peer Assessments
- k. Laboratory report
- l. Problem based assignments
- m. Case study report
- n. Literature survey
- o. Any other method as may be required for specific course/ student by the course faculty/ course coordinator.

iv) Suggestive methods of ESE as follows:

- a. Written test
- b. Open book test
- c. Viva voce
- d. Computerized adaptive testing
- e. Team project report & Viva
- f. Individual project report & Viva

- g. Standardized test
- h. Any other pedagogic approach specifically designed by the BOS
- v) The course faculty/ course coordinator shall be responsible for evaluating all the components of CCA. However, the university may involve any other person (External or Internal) for evaluation of any or all the components as decided by the Vice-Chancellor/ Pro-Vice Chancellor from time to time in case any grievances are raised.
- vi) Written tests shall be precisely designed using a variety of tools and processes (e.g., constructed responses, open-ended items, multiple-choice), and the students should be informed about the evaluation modalities before the commencement of the course.
- vii) The course faculty may provide options for students to improve their performance through a continuous assessment mechanism.
- viii) There shall be an examination at the end of each semester or otherwise prescribed by the BOS.
- ix) Regarding evaluation, one credit may be evaluated for 25 marks in a semester; thus, a 4-credit course will be evaluated for 100 marks; 3-credit courses for 75 marks and 2-credit courses for 50 marks.
- x) Odd semester examinations will be conducted by the university and will be evaluated at the institution level. However, even semester examinations will be conducted and evaluated by the university itself.
- xi) Individual Learning Plans (ILPs) and/ or specific assessment arrangements may be put in place for differently abled students. Suitable evaluation strategies including technology assisted examinations/ alternate examination strategies will be designed and implemented for differently abled students.

xii) Practical Examination

- The end semester practical examination will be conducted and evaluated by the institution.
- There shall be a CCA of practical courses conducted by the course

faculty/ course coordinator.

- The scheme of evaluation of practical courses will be as given below:

Components for the Evaluation of Practical Courses	Weightage
CCA of practical/practicum.	30%
ESE conducted under the supervision of internal examiner	70%

- xiii) Those who have completed the CCA alone will be permitted to appear for the ESE.
- xiv) For Evaluating a course both CCA and ESE or CCA alone shall be administered as specified in the syllabus.
- xv) Duration of Examination

Questions shall be set as per the defined Outcome. The question setter shall ensure that there will be Time and Mode (T & M) flexibility for all External Examinations. BoS can recommend the T & M from the following list.

Mode	Time (in Hours)	
	Minimum	Maximum
Written Examination	1	2
Multiple Choice	1	1.5
Open Book	1	2
Any Other Mode	1	2

xvi) Evaluation of Project/ Dissertation

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

Project type	Maximum Marks	CCA	ESE
Research Project of Honours with Research (20 credits)	500	150	350
Project of Honours (8 credits)	200	60	140

The format for the Project/ Dissertation report to be as per the model format given by AICTE.

Evaluation of Internship

The evaluation of the internship shall be done by a committee constituted by the Department Council. The scheme of CCA and ESE is given below:

Components of Evaluation of Internship	Weightage	Marks for Internship 4 Credits/ 100 Marks
CCA	30%	30
ESE	70%	70

The evaluation norms of the internship shall be as prescribed by AICTE norms.

xvii) Mapping of Marks to Grades

The mapping of marks to grades shall be done as per the following table:

Range of Percentage of marks	Assigned Grade
91-100	AA/A+
81-90	AB/A
71-80	BB/B+

61-70	BC/B
51-60	CC/C+
46-50	CD/C
40-45	DD/D
< 40	FF/F (Fail due to less marks)
-	F ^R (Fail due to shortage of attendance and, therefore, to repeat the course)

xviii) Computation of SGPA and CGPA

The following method is recommended to compute the Semester Grade Point Average (SGPA) and Cumulative Grade Point Average (CGPA):

- The SGPA is the ratio of the sum of the product of the number of credits with the grade points scored by a student in all the courses taken by a student and the sum of the number of credits of all the courses undergone by a student in the semester, i.e.

$$\text{SGPA} (S_i) = \frac{\sum(C_i \times G_i)}{\sum C_i}$$

Where S_i is the SGPA in the i^{th} semester, 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.

- The CGPA is also calculated in the same manner considering all the courses undergone by a student over all the semesters of a programme, i.e.

$$\text{CGPA} = \frac{\sum(C_i \times S_i)}{\sum C_i}$$

Where S_i is the SGPA in the i^{th} semester, C_i is the total number of credits in the i^{th} semester.

- The SGPA and CGPA shall be rounded off to 2 decimal points and reported in the transcripts.

ANNEXURE I- STUDENT INDUCTION PROGRAMME (SIP)

മഹാത്മാഗാന്ധി സർവ്വകലാശാല, കേരളം

GUIDELINES FOR CONDUCTION STUDENT INDUCTION PROGRAM FOR BBA AND BCA

There will be a mandatory 3-week long induction program for the UG students entering the institution right at the start. Students are to be graded by giving satisfactory (S) or unsatisfactory (X) grades at the completion of this mandatory non-credit activity. Normal classes start only after the induction program is over.

1.1 PURPOSE OF THE STUDENT INDUCTION PROGRAM

The purpose of the Induction Program is to help new students adjust and feel comfortable in their new environment, inculcate in them the ethos and culture of the institution, help them build bonds with other students and faculty members, and expose them to a sense of larger purpose and self-exploration.

The term induction generally describes the process whereby the incumbents adjust to or acclimatise to their new roles and environment. In other words, it is a well-planned event to educate the new entrants about the environment in a particular institution and connect them with the people in it.

The Student Induction Program engages with new students as soon as they arrive at the institution; regular classes start only after that. At the start of the induction, the incumbents learn about the institutional policies, processes, practices, culture, and values, and their mentor groups are formed. Then, the different activities start.

The time during the Induction Program is also used to rectify some critical lacunas, such as English, maths, and accountancy, for students who have deficiency in them. These are included under Proficiency Modules.

Thus, the SIP will help students to:

- Become familiar with the ethos and culture of the institution (based on institutional culture and practices)
- Set a healthy daily routine, create bonding in batch as well as between faculty members and students
- Get an exposure to a holistic vision of life, develop awareness, sensitivity and understanding of the Self---family---Society---Nation---International--- Entire Nature
- Facilitate them in creating new bonds with peers and seniors who accompany them through their college life and beyond

- Overcome weaknesses in some essential professional skills – only for those who need it (e.g. Mathematics, Language proficiency modules)

Here is a list of activities to be conducted during the program:

- Physical Activity
- Creative Arts and Culture
- Mentoring & Universal Human Values
- Familiarization with College, Dept./Branch
- Literary Activity
- Proficiency Modules
- Lectures & Workshops by Eminent People
- Visits in Local Area
- Extra-curricular activities in College
- Feedback and Report on the Program

1.2 FORMATION OF SIP and UHV CELL

Every institution/college is expected to conduct the 3-week SIP under the guidance of the Director/Principal/Dean of the institute. For this, the institution is expected to make an SIP Cell. The SIP Cell (or Induction Unit) will be managed by faculty members with the help of student volunteers. Five to seven faculty members will be members, including the head of the institution and the department. This Cell will be responsible for planning, organising, coordinating, and reporting the annual Student Induction Program with the help of other faculty members and student volunteers.

A UHV Cell is also expected to be set up at each college and University. The members of the cell will work to incorporate human values in every aspect of education at the institute/college and student monitoring sessions. The cell should consist of a UHV Convener / Coordinator, Head of the department, and certified UHP trainers/ mentors (1 for every 20 new students) under the chairmanship of the principal. Only certified faculty members are eligible to teach the UHV courses. Each AICTE-approved college is expected to prepare a minimum number of faculty to mentor students and to teach UHV.

1.3 PREPARING FOR THE CONDUCT OF THE PROGRAM

Induction is a well-planned process of introducing new students to higher education, the institution, etc. Before it is conducted, it is essential to plan all the activities in advance. The following preparations are recommended:

1. Ensure full support from the head of the institution and top management.
2. Joint meeting of all the partners involved (see below), in getting their participation in the process of education.
3. At the institutional level, constitute an Induction Committee, chaired by the Director/Principal and convened by the Dean/Vice Principal, which will prepare a detailed plan of the induction programme in consultation with the head of the departments of AICTE approved programmes, facilitate the conduct, monitor and coordinate the whole induction programme. In the case of institutes with a single AICTE programme, the SIP cell and the Induction Committee may be one and the same.
4. A hyperlink on the Student Induction of new students is to be created on the institution's website, which will contain information about the induction, a detailed schedule, provision for daily reporting, feedback, etc.
5. New students be informed that the Induction is a mandatory non-credit course for which a certificate will be issued by the institution.
6. Ensure compulsory participation by the involved teachers and other partners.
7. Detailed scheduling of the activities based on the nature, size and location of the institution.
8. Preparing induction policy and charter for students stating their responsibilities.
9. Conducting a half-day workshop for partners on how to conduct student induction.
10. Appoint UHV cum Mentor Coordinator before the Induction Program begins. This faculty will be in charge of the Mentoring and Universal Human Values activity of the Program for the entire college (in case of more than one programme is running under AICTE in an institute). His/her responsibility is to form mentor groups, ensure the smooth running of the universal human values group discussions, and hold meetings with mentors periodically.
11. In case institutes with more than one programme under AICTE, appoint a departmental nodal mentor in each department. The Department nodal mentors will play a crucial role in assisting the overall UHV Mentor Coordinator.

12. Training program for faculty to be conducted on how to mentor students based on universal human values and imparting holistic education and a larger vision of life. Only those faculty members are to be mentors and are to conduct the group discussions in universal human values, who have received a certificate after going through a 3-day followed by a 7-day Faculty Development Program for Student Induction, approved by AICTE. AICTE offers free online and offline FDPs for this purpose. Provide them duty leave to attend full-time. The FDP is full time 9:30 AM to 5:00 PM, with daily assignments

Link for registration: <https://fdp-si.aicte-india.org/verifiedProgramDetailsList.php>
<https://www.risekrishnasaiprakasam.edu.in/wp-content/uploads/2022/06/Information-on-UHV-FDPs-Online-from-AICTE-Reg.pdf>

Partners in Induction:

- Head of the institution
- Important functionaries
- Faculty mentors
- Student council/association
- Selected senior students (student guides)
- Selected alumni
- Civil society
- Invited distinguished people

1.4 DAILY ACTIVITY

The following are the activities under the induction program in which the student would be fully engaged throughout the day for the entire duration of the program.

1.4.1 Physical Activity

This would involve a daily physical activity routine with games, sports, and yoga. These would help develop teamwork besides health. Fitness sessions, yoga classes, lecture(s) on facing the world with sportsman spirit, making young students aware that there is nothing like being a failure in the world. The world gives opportunities to all. The physical activity should start from Day 3 onwards as a daily activity, wherein the student learns and plays his assigned activity during the induction program. Yoga session about life, meditation, etc. by Ramakrishna Mission, Art of Living, Vivekanand Kendras, S-VYASA, SAHAJA YOGA etc. may be organized. Workshops which rejuvenate or bring relief to students would also be welcome, such as, Art of Living workshops.

Fitness test and yoga test to be conducted during the last two days. Students are to be given satisfactory (S) or unsatisfactory (X) grades on the non-credit activity.

1.4.2 Creative Arts

The students are to be divided into groups during the first week of the program itself. Art forms, such as vocal music, instrumental music, folk music, painting, sketching, dance, group dance, clay modelling, pottery, dramatics, etc. may be practised or taught. Qualified instructors for arts may be hired on a contract basis and be paid an honorarium as per the norms of the institute.

The creative skills of the groups are to be assessed based on cultural activities presented at the closing ceremony. Students are to be given satisfactory (S) or unsatisfactory (X) grades on the non-credit activity.

1.4.3 Mentoring and Universal Human Values

The SIP should include daily UHV classes/ discussions as per guidelines given by AICTE. Mentoring sessions should also be part of daily activities. The mentoring and Universal Human Values component helps to develop awareness and sensitivity, feeling of equality, compassion and oneness, draw attention to society and nature, and character to follow through. It makes students reflect on their relationships with their families and extended family in the college. Besides drawing the attention of the student to larger issues of life, it would build relationships between teachers and students which last for their entire 4-year stay and possibly beyond.

For the UHV classes, the teachers must come from all the departments rather than only one department. Methodology of teaching this content is extremely important. It must not be through do's and don'ts, but by getting the students to explore and think by engaging them in a dialogue. It is best taught through group discussions and real-life activities rather than lecturing. Discussions would be conducted in small groups of about 5-10 students. Universal Human Values discussions could even continue for rest of the semester as a normal course, and not stop with the induction program.

It is most important that the faculty members/teachers are well-equipped and prepared to conduct the SIP. AICTE formed the National Coordination Committee for Student Induction (NCC-IP) to ensure the implementation of SIP and, in particular, prepare the faculty. It offers various faculty development programs (FDPs) with support from AICTE HQ and Regional Offices. Every institution is expected to prepare mentors/ UHV facilitators in a ratio of 1:20 (1 faculty mentor per 20 newly admitted students). Only certified UHV Faculty are expected to teach UHV. The core of SIP is the UHV modules. The AICTE guidelines are to be followed while crafting the materials for UHV classes.

Refer <https://fdp-si.aicte-india.org/SIPTeachMaterialM1.php>

Watch online: https://www.youtube.com/watch?v=OgdNx0X923I&list=PLYwzG2fd7hzer-n_sVjmtFnuSs_Mph4Bi

1.4.5 Other Activities

✓ ***Familiarization with College, Department, Facilities and Clubs***

This includes introducing new students to various aspects of the college environment, understanding the college and its history, ethos, and values, getting to know their specific academic department, meeting faculty members, and learning about department resources. They will become acquainted with the college facilities, including the computer labs, library and other amenities. The dos and don'ts of utilising the facilities should be explained. The Principal, Head of the department and other associated faculty should address the new students right on Day 2 or so.

Students should also be given an opportunity to get introduced to the various clubs, NCC, NSS, etc, functioning in the college, learning how to join and the benefits of participation. Presentations by the club's members/ faculty can be arranged to introduce the students to their yesteryear performance and activities.

Students should be given the opportunity to interact with Alumni members and senior students of the department for insight and inspiration.

✓ **Literary Activity**

Any language faculty member interested in literary activity should be assigned for organizing the activity. A list of books which are interesting and educational should be prepared beforehand. Books in Indian languages must be included and even given priority. Students are losing connection with languages in general and their own language, in particular. Students should be assigned a book or other smaller reading material. They should be asked to read and write a critical summary. They should present their summary in front of their group.

A literary group may consist of around 5-10 students. Similarly, debating and public speaking activity could also be undertaken. If the college can arrange for a drama workshop where a group of students learn and enact a play it would be very good. Not all the incoming students would do this, but those who wish may be provided the opportunity. Help may be taken from senior students engaged in such extra curricular activities in the college.

✓ **Proficiency Modules**

A diagnostic test should on be conducted for English, Maths and Accountancy on Day 2 and 3 itself. Before the test, the students should be informed that the test would not affect their grades, branch change, or any aspect of their admission, placement, study, etc. Purpose of the test is to provide help to those students who need help in these courses.

Students having more than 80% marks in their high school or plus 2 in the respective subjects need not take the diagnostic test. For those below this cutoff, writing the test is mandatory. Students with weak performance on the test must attend a non-credit course or bridge course in their respective areas. Their attending the course is mandatory. A one-hour class should be conducted everyday. As the time slot would have to be found during the daytime, the students doing the course would miss some of the afternoon activities. (If it is possible to conduct the course in the evening, then the students would not miss the activities during the induction program. Option may be explored.)

✓ **Lectures & Workshops by Eminent People**

Eminent people from all walks of life may be invited to deliver lectures, namely, from industry, academia, social science (authors, historians), social work, civil society, alumni, etc., to be

identified and invited to come and address the new students. 3 to 5 lectures may be organised during the induction program, say, about one lecture a week. Local resource persons may be contacted for such purposes. Suitable slots in may be found for the lectures and workshops as per resource person convenience

✓ ***Visits in Local Area***

Visit to a local heritage site or a local landmark should be organised. It exposes the student to the heritage or history of the place. One should try to make the trip educational and have guides who explain the history behind the place. If there is no such place nearby, alternatively, a trip to a local place of natural beauty may be organised. Another purpose such a visit serves is bonding among themselves and also with student guides and faculty mentors if they go with them. It is like going on a picnic. Necessary arrangements would have to be made for arranging buses, guides, food, etc. Besides the above, a visit may also be organised to a village, an orphanage, etc. The purpose of such a visit would be social awareness. Such a visit should be planned later on, possibly in the third week of the Induction Program.

✓ ***Feedback and Report on the Program***

A final formal feedback at the end of the program should be collected from students by their filling a form in writing or online. Besides the above, each group should write a report on the Induction Program towards the end of the Program. Thus, there would be as many written reports as there are groups. They would also have to make a presentation of their report. They should be encouraged to use slides while making a presentation. Presentation of the report should be made in the language they are comfortable with, without any insistence that it should be in English. It is more important that they feel comfortable and confident. This would also serve as a grand closure to the program.

Some Important Points

The Student Induction Program is a mandatory non-credit program in the AICTE Model Curriculum 2018. It is the responsibility of the institute head and management to ensure the proper conduct of the SIP as per the AICTE norms and guidelines. Colleges have to ensure that students have completed the program satisfactorily. Attendance should be taken. For the creative arts and universal human values components, a test should be conducted to

determine that the students were able to gain from these activities. For physical education also, assessment should be done during the last few slots. For the other activities, attendance would serve to ensure participation. No fee should be collected from the student for the overall program or any component of the program. The expenses in running the program would have to be borne by the College.

മഹാത്മാഗാന്ധി സർവ്വകലാശാല, കേരളം

ANNEXURE II - PROGRAMME OUTCOMES

മഹാത്മാഗാന്ധി സർവ്വകലാശാല, കേരളം

Programme Outcomes

At the end of First Year:

Under Graduate Certificate in Business Administration

1. To conceptualize and appreciate theoretical knowledge of management domain.
2. To appreciate the importance of effective communication skills in presenting opinions and ideas.
3. To nurture an ability to articulate a business environment
4. To identify a problem with the help of data and logical thinking

At the end of Second Year:

Under Graduate Diploma in Business Administration

1. To describe the theoretical domain knowledge along with the managerial skills
2. To develop effective communication skills and logical thinking.
3. To learn and demonstrate professional conduct.
4. To appreciate the importance of group work culture. 5. To develop an ability to innovate and creative thinking.

At the end of Third Year:

Bachelor in Business Administration (BBA)

1. To exhibit factual and theoretical knowledge of management in general and business in particular.
2. To critically evaluate and analyze Indian and global business environments in different contexts.
3. To recognize their role as a manager, entrepreneur and a leader in a business management.
4. To be an effective communicator to present opinions, ideas based on critical thinking, analysis and logical reasoning. 5. To conduct and demonstrate professional and ethical behaviour.

At the fourth Year:

Bachelor in Business Administration with Honours:

BBA (Honours) and Bachelor in Business Administration Honours with Research: BBA (Honours with Research)

1. To exhibit factual and theoretical knowledge of management in general and business in particular to critically evaluate and analyse Indian and global business environments with ability to apply learning in different contexts.
2. To nurture an ability to articulate a business environment with clarity and mindfulness.
3. To exhibit ability to own roles and responsibilities with commitment, as members of multi-cultural team and communities in cross-cultural contexts and diversity management.
4. To be an effective and emotionally intelligent leader and a decision maker who has an acumen to influence and motivate teams.
5. To develop an ability to solve problems and provide solutions and facilitate informed decision making.
6. To promote research skills to conduct in-depth study of the understanding of Indian and Global Business Environment.