

## GUIDELINES FOR BBA 6<sup>th</sup> SEMESTER- SURVEY/ CASE STUDY

1. As a part of curriculum specified by the APSCHE, the student should undergo an external Field survey or Case study of a selected company by confining the specialisation chosen from the available clusters.
2. Since it is an external Study report, student should pay utmost interest in drafting the report and it should be as like formal report.
3. As like a project report this Field survey/ Case study report shall be prepared by stating the title as Survey/case study of ----- company.
4. Students should attain 50 percentage aggregate in both viva-voce and report to clear the paper. If any candidate unable to clear or becomes absent for the above examination he/she should reappear with updated report after paying the necessary examination fees to the college in the next academic year.
5. Field survey or Case study chosen by the students for field investigation should be related to a case or problems of the company.
6. Students should submit the list of titles of Field survey or Case study of the 6<sup>th</sup> semester to the college before examination and the same should be submitted to the "Board of Studies" for verification purpose.
7. After the completion of semester end examinations the report and viva-voce exams to be conducted by the approved examiners of the university.
8. The student should submit the report both hard and soft copy, with regard to this viva-voce shall be conducted through the Power-point presentation.
9. The report to be evaluated for 50 marks and viva-voce exam shall be conducted for 50 marks. Total marks for the paper is 100.
10. Instructions for submission:
  - a. The volume or size of the report may be an about 25 to 50 pages typed, to be maintained in times new roman in 1.5 space (excluding appendices and exhibits) However 10% variation is permissible.
  - b. Students are required to submit the Survey/Case report in duplicate to the Principal/Director of the college duly signed and approved by the Faculty guide before the semester end examination.
  - c. Duration for the Survey/Case report preparation can be fixed as per the direction of the guide.

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**Table-6: B.B.A Semester – VI**

Sl. No.	Course	Name of the subject	Total Marks	Mid. Sem. Exam	Sem. End Exam	Teaching Hours	Credits
1.	DSC 1 G	<b>International Business</b>	100	25	75	5	4
2.	DSC 2 G	<b>Medium, Small &amp; Micro Enterprises Management</b>	100	25	75	5	4
3.	DSC 3 G	<b>Project Management</b>	100	25	75	5	4
4.	DSC 1 H Elective*	<b>1. E-Business</b>	100	25	75	5	4
		<b>2. Financial Management</b>					
5.	DSC 2 H Elective*	<b>3. Human Resource Management</b>	100	25	75	5	4
6.	DSC 3 H Elective*	<b>4. International Business</b>					
		<b>5. Marketing Management</b>	100	25	75	5	4
		<b>6. Operations Management</b>					
<b>Total</b>			<b>600</b>	<b>150</b>	<b>450</b>	<b>30</b>	<b>24</b>
<b>Grand Total</b>			<b>3500</b>	<b>750</b>	<b>2750</b>	<b>164</b>	<b>134</b>

*Note:*

1. Titles of a few Electives Streams are given for DSC- F (1F, 2F & 3F combined) at V Semester and the same titles are repeated for DSC – H (1H, 2H & 3H combined). Each Elective Stream consists of two theory papers and one project work for each semester. The total for V & VI semesters will be four theory papers and two project works under each stream. A student has to select **One Stream of Elective consisting of four theory papers and two projects**(together for V & VI semesters). That means, the student will continue the same elective in the VI semester also.

2. The colleges have to **implement original project work** which may consist of field survey/internship/case study/practical training also for the third respective elective papers in V & VI semester.

