

ANDHRA UNIVERSITY

Telegrams: UNIVERSITY
Telephone: 284 4000
Fax: 0891-755324



All Official letters,
packages etc, should be
addressed to the Registrar
by designation and not by
name.

No. L.I (1)/BBA/2021

Visakhapatnam,
Dt: 23-07-2021

From:
The Registrar/Dean of Academic Affairs

To
Dr. M.V. Sai Devamani,
Chairperson,
BBA Course
Satya Degree & P.G. College,
Thotapalem Road,
Opp.RTC Complex
Vizianagaram-535003.

Madam,

Sub: BBA-Follow APSCHE Guidelines Approval – Regarding.

Ref: 1. Your email dt.16-07-2021 enclosed letter.
2. This office letter. No.LI(1)/UG Courses(CBCS)/2021, dt.28-04-2021.

With reference to the letter cited, I am by direction to inform you to follow the APSCHE Guidelines and approved Structure of the program available in APSCHE website.

Yours faithfully,

(B. RAMACHANDER)
ASSISTANT REGISTRAR (ACADEMIC)

Copies to:

1. The Dean, Academic Affairs A.U., Vsp.
2. All Principals of the Affiliated colleges(U.G) offered BBA course
3. The Dean, Confidential, A.U
4. The Dean, U.G & P.G. Professional Courses, A.U
5. The Controller of Examinations, A.U
6. The Secretary to V.C., Rector Table, P.A to Registrar, A.U
7. The Director Computer Centre, A.U. Vsp.

A.P. STATE COUNCIL OF HIGHER EDUCATION

GUIDELINES FOR THE REVISED CHOICE BASED CREDIT SYSTEM CBCS (W.E.F 2020-21)

I. Preamble:

Choice Based Credit System (CBCS) was introduced, under the aegis of Andhra Pradesh State Council of Higher Education (APSCHE), at the insistence of the University Grants Commission, for the general undergraduate programmes, i.e., BA, BCom, BSc, BCA, BBA, UG Honours etc., by the affiliating universities in all government, aided and private degree colleges in the state of Andhra Pradesh in 2015 - 2016.

The system of CBCS has been in vogue for the undergraduate programmes in all the advanced countries for several decades and proved to be advantageous to the students of higher education because of its features like courses in place of papers, availability of diverse courses, scope for choice, weightages with credits, space for multiple kinds of teaching, learning and assessing methods which can effectively cater to the diverse needs of students.

As the existing CBCS would be completing five years by 2019-20, the APSCHE decided to revise and strengthen the scheme while addressing the following issues.

- a. Overcoming the shortages in the existing system.
- b. Consolidating the system in its true spirit by providing multiple choices in domain as well as general courses.
- c. Revising the curricular framework wherever needed.
- d. Orienting syllabus to the course outcomes as advised by UGC
- e. Updating of syllabus to match to the present needs
- f. Replacing papers with courses
- g. Introducing better skill-oriented courses to align with the emerging and employment areas.

For carrying out the above task, the APSCHE constituted a Committee for recommending revised curricular framework and updated syllabus of UG Programmes,

i.e., B.A., B.Com., B.Sc., BCA, BBA, UG Honours etc., under CBCS pattern from the year 2020-21.

Based on the recommendations of the Committee, the following Guidelines are formulated. These Guidelines of Curricular Framework with revised Choice Based Credit System comes into effect from the academic year 2020 – 2021, to be strictly adhered for all Undergraduate Programmes offered in Affiliated Colleges and Autonomous Colleges.

1. The Curricular Framework for UG – Arts; UG – Science and UG – Commerce are appended as Annexures – I, II & III respectively.
2. **Life Skill Courses:** There will be 4 Life Skill Courses in place of earlier 10 foundation courses with the same hours, credits and maximum marks. The objective is to inculcate the required simple life-long skills. While the course in 'Environmental Education' continued to be mandatory, in case of others, students can opt one out of three courses, unlike in the existing system, where no choice is being given to students.
3. **Skill Development Courses:** A new set of 4 Skill Development Courses will be offered with 2 hours of teaching per week, two credits, 50 maximum marks and only external assessment. These courses are intended to train students in broad-based multiple career oriented general skills, in Arts, Commerce and Science streams but open to all students. A wider choice is given to students as they can choose one course from a total of six courses (two from each stream).
4. The preferred departments for teaching LSCs and SDCs are appended.
5. To ensure accountability among the teachers teaching LSCs and SDCs courses, the workload of these is to be reckoned for the calculation of workload of teachers.
6. **Core Courses:** Three core courses of Domain subjects will be in the first three semesters, and the fourth and fifth courses will be in the fourth semester. Two domain SECs will be in the fifth semester. There will be uniformly five Core Courses in each Domain Subject in BA and BSc, and 15 in BCom.

7. **Skill Enhancement Courses:** Two Skill Enhancement Courses will be offered for each domain subject, in Semester V. The two Skill Enhancement Courses of each domain subject will be linked for a wider basic and practical experience to students.
8. Programmes like BCA, BBA, UG Honours etc. will broadly have a similar framework as prescribed for B.Com considering them as single major subject programme.
9. Table-1: Main Features of the Courses in the Revised Curricular Framework.

Subject/Course	Hours / Week Theory	Hours / Week Practicals	Total Hours	Credits	Max Marks Internal Assessment	Max Marks University Exam	Total
Life Skills Course	02	-	02	02	-0-	50	50
Skill Development Course	02	-	02	02	-0-	50	50
Language Subject	04	-	04	03	25	75	100
Domain Arts/Commerce Subject	05	-	05	04	25	75	100
Domain Science Subject	04	02	05	05 (4+1)	25	75	100
Mathematics	06	-	06	05	25	75	100

10. The four courses of LSCs, SDCs and three courses of Languages (as they exist now) will be offered in the first three semesters as shown in the table below. The detailed structure is shown in Tabel-2 below.

<i>Courses of</i>	<i>Sem-I</i>	<i>Sem-II</i>	<i>Sem-III</i>	<i>Sem-IV</i>	<i>Sem-V</i>
Life Skills	1 (02)	1 (02)	2 (04)		
Skill Development	1 (02)	2 (04)	1 (02)		
Language – 1	C-1 (04)	C-2 (04)	C-3 (04)		
Language – 2	C-1 (04)	C-2 (04)	C-3 (04)		
Domain Sub -1	C-1 (06)	C-2 (06)	C-3 (06)	C-4 (06)	SEC-1(06)

				C-5 (06)	SEC-2 (06)
Domain Sub -2	C-1 (06)	C-2 (06)	C-3 (06)	C-4 (06) C-5 (06)	SEC-1(06) SEC-2 (06)
Domain Sub -3	C-1 (06)	C-2 (06)	C-3 (06)	C-4 (06) C-5 (06)	SEC-1(06) SEC-2 (06)
Total Hours/Week	30	32	32	36	36

* Figures in parenthesis are hours per week of Core Courses of Science. In respect of Arts and Commerce Courses, the hours per week for Core Courses will be 5.

** SEC1 and SEC-2 in Sem-V are C-6 and C-7 respectively.

11. Teaching of two appropriate LSCs/SDCs are to be assigned to the language departments to mitigate the workload shortage for the language subjects, as being done in respect of Foundation Courses in the previous system. The workload for teaching LSCs and SDCs by the respective language department shall be reckoned while calculating their workload.
12. The syllabus was revised and updated keeping the Learning Outcomes in view for ensuring higher order learning and skills, a requirement in higher education. The Universities and colleges shall make certain that teaching, learning and assessment are outcome oriented.
13. In the affiliation system which imposes limitations in assessing students, the internal assessment is crucial in ensuring the right learning. Universities and colleges may strengthen the internal assessment without disturbing its flexibility.
14. Co-curricular activities play an important role in promoting experiential self-learning and field-based learning in students, especially in learning higher order skills. The measurable pedagogical activities can be a small part of internal assessment.
15. The respective Boards of Studies of the affiliating universities/autonomous colleges may modify the syllabus prepared by the subject committees as mentioned above to a limited extent, without disturbing the Frame work recommended above.
16. In view of the advantages of using ICT in teaching and learning, the universities and colleges may offer 'online courses' on extra credits. They may take into consideration the standardized online courses offered by various government/public agencies and also may design their own new online courses following due procedures.

17. Similarly, online programmes such as Webinars, with greater participation of students, may be encouraged in colleges.
18. The system of credit transfer facilitates students getting better training at appropriate places. The universities may discuss and develop a uniform system and guidelines in this regard across the state. The number of credits earned under credit transfer shall, however, be limited to a small number. APSCHE will issue separate guidelines.
19. To ensure inculcating social responsibility and compassionate commitment among the students, the summer vacation in the intervening 1st and 2nd years of study shall be for Community Service. Detailed guidelines on the Community Service will be circulated shortly.
20. To make the students employable, an Apprenticeship / Internship / On the job training shall be undertaken by the students in the intervening summer vacation between the 2nd and 3rd years.
21. During the entire 6th Semester, the student shall undergo Apprenticeship / Internship / On the Job Training. This is to ensure that the students develop hands on technical skills which will be of great help in facing the world of work.
22. APSCHE shall issue guidelines for the implementation and assessment of the Apprenticeship / Internship / On the job Training.

LIST OF LIFE SKILL COURSES

Semester	No. of Courses	Choices	Preferred Teaching Dept.
I	01	Computer Applications	Computers
		Human Values and Professional Ethics	English/Telugu/Any Dept
		Entrepreneurship	Commerce
II	01	Information and Communication Technology	Computers
		Indian Culture and Science	History/Telugu
		Elementary Statistics	Statistics/Maths/Economics/Commerce
III	02	Health and Hygiene	Zoology/Botany
		Personality Development and Leadership	English/ Any Dept
		Analytical Skills	Maths/Statistics
		Environmental Education	Botany/Zoology/Environmental Sciences/Any Dept.

List of Skill Development Courses along with their Semester-wise allotment with choices. Preferred Teaching Departments are given in the parenthesis.

Sem	No. of Courses	Stream – A (Arts)	Stream – B (Commerce)	Stream – C (Science)
I	01	Tourism Guidance (History) Public Relations (Pol Sci /English)	Secretaryship Insurance Promotion	Electrical Appliances (Physics) Plant Nursery (Botany)
II	02	Journalistic Reporting (English) Survey & Reporting (Economics/History) Social Work Methods (Pol Sci) Performing Arts (Telugu)	Agricultural Marketing Business Communication (English) Advertising Logistics & Supply Chain	Solar Energy (Physics) Fruit & Vegetable Preservation (Botany) Dairy Techniques (Zoology) Food Adulteration (Chemistry)
III	01	Financial Markets (Economics) Disaster Management (English /Telugu)	Online Business Retailing	Environment Audit (Chemistry) Poultry Farming (Zoology)

Revised Common Framework of CBCS for Colleges in Andhra Pradesh
(A.P. State Council of Higher Education)
B.B.A. – SEMESTER – I

Sl. No	Course	Name of the Subject	Total Marks	Mid. Sem. Exam*	Sem.-End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Human Values and Professional Ethics 2.Computer Applications 3.Entrepreneurship	50	---	50	2	2
4.	Skill Development Courses	1.Secretaryship 2.Insurance Promotion	50	---	50	2	2
5.	1A	Principal of Management	100	25	75	5	4
6.	2A	Managerial Economics	100	25	75	5	4
7.	3A	Quantitative Methods for Managers	100	25	75	5	4
8.	Total		600	125	475	27	18

B.B.A. – SEMESTER – II

Sl. No	Course	Name of the Subject	Total Marks	Mid. Sem. Exam*	Sem.-End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/)	100	25	75	4	3
3.	Life Skills	1.Indian Culture and Science 2.Information and Communication Technology(ICT) 3.Elementary Statistics (Any 1 of 3)	50	---	50	2	2
4.	*Skill Development Courses	1.Agriculture Marketing 2.Business Communication(English) 3.Advertising 4.Logistic & Supply Chain	50 50	---- ----	50 50	2 2	2 2
5.	1	Accounting for Managers	100	25	75	5	4
6.	2	Fundamentals of Marketing	100	25	75	5	4
7.	3	E-Commerce	100	25	75	5	4
8.	---	Two Months Social Immersion Internship	100	-	-	-	4
	Total		750	125	525	34	28

SEMESTER - I

Revised Common Framework of CBCS for Colleges in Andhra Pradesh
(A.P. State Council of Higher Education)
B.B.A. – SEMESTER – I

Sl. No	Course	Name of the Subject	Total Marks	Mid. Sem. Exam*	Sem.-End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/Arabic)	100	25	75	4	3
3.	Life Skills	1.Human Values and Professional Ethics 2.Computer Applications 3.Entrepreneurship	50	---	50	2	2
4.	Skill Development Courses	1.Secretaryship 2.Insurance Promotion	50	---	50	2	2
5.	1A	Principal of Management	100	25	75	5	4
6.	2A	Managerial Economics	100	25	75	5	4
7.	3A	Quantitative Methods for Managers	100	25	75	5	4
8.		Total	600	125	475	27	18

SEMESTER - II

**Revised Common Framework of CBCS for Colleges in Andhra Pradesh
(A.P. State Council of Higher Education)**

B.B.A. – SEMESTER – II

Sl. No	Course	Name of the Subject	Total Marks	Mid. Sem. Exam*	Sem.-End Exam	Teaching Hours	Credits
1.	First Language	General English	100	25	75	4	3
2.	Second Language	(Tel/Hindi/Urdu/Sans/French/)	100	25	75	4	3
3.	Life Skills	1.Indian Culture and Science 2.Information and Communication Technology(ICT) 3.Elementary Statistics (Any 1 of 3)	50	---	50	2	2
4.	*Skill Development Courses	1.Agriculture Marketing 2.Business Communication(English) 3.Advertising 4.Logistic & Supply Chain	50 50	---- ----	50 50	2 2	2 2
5.	1	Accounting for Managers	100	25	75	5	4
6.	2	Fundamentals of Marketing	100	25	75	5	4
7.	3	E-Commerce	100	25	75	5	4
8.	---	Two Months Social Immersion Internship	100	-	-	-	4
Total			750	125	525	34	28

ANDHRA UNIVERSITY

Telegrams: UNIVERSITY
Telephone: 284 4000
Fax: 0891 - 2755324



All Official letters, packages
etc, should be addressed to
the Registrar by designation
and not by name

No. LI (1)/UG Courses/B.A./Syllabus & MQP/ Industrial Relations/2021.

Visakhapatnam,
Dt: 24-07-2021.

From: THE REGISTRAR

To

The Principals of the
All Affiliated Colleges (U.G.),
Courses (B.A., B.Com., B.Sc., B.B.A.)

Sir/Madam,

Sub: Approval of Syllabus & Model Question Papers of B.A.
Degree Course (with Industrial Relations, Psychology
and Social Work) w.e.f. 2020-21 – Requesting – Reg.

Ref: Letter dt. 12-07-2021 received from the Principal, S.V.V.P.
Degree & P.G. College, Visakhapatnam.

* * *

I am by direction to inform that the Principals of the affiliated colleges to strictly adhere to the APSCHE guidelines for the revised Choice Based Credit System, Approval of Syllabus and Model Question Papers of Industrial Relations, I to VI Semesters, B.A. Degree Course (with Industrial Relations, Psychology and Social Work) w.e.f. 2020-21 academic year placed in A.U. website.

Thanking you,

Yours faithfully,

(B. RAMACHANDER)
ASSISTANT REGISTRAR (ACADEMIC)

Copies to:

1. The Dean of Academic Affairs, A.U., VSP.
2. The Dean, U.G. & P.G, Professional Courses, A.U., Vsp.
3. The Dean, CDC, A.U., Vsp.
4. The Dean, Confidential, A.U., Vsp.
5. The Controller of Examinations, A.U., Vsp.
6. The Principal, S.V.V.P. Degree & P.G. College, Visakhapatnam.
7. The Secretary to V.C., Rector Table, P.A. to Registrar, A.U., Vsp.
8. The Director, Computer Centre, A.U., Vsp.
9. O.C. & O.O.F.