

tirpude

INSTITUTE OF MANAGEMENT EDUCATION

(An Autonomous Institute affiliated to Rashttrasant Tukadoji Maharaj Nagpur University, Nagpur)
1, Balasaheb Tirpude Marg, Civil Lines, Sadar, Nagpur

Academic Regulation No. 04 of 2026

REGULATION GOVERNING RULES FOR ADMISSIONS AND EXAMINATIONS LEADING TO THE AWARD OF DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION AS PER THE GUIDELINES PROVIDED UNDER NATIONAL EDUCATION POLICY 2020

Whereas, Tirpude Institute of Management Education, Nagpur, formerly known as Department of Management Studies and Research, Tirpude College of Social Work which came into existence vide Maharashtra Government Approval Letter No. NGC/ 3594/MBA/7459/MaShi dated 11 May 1994.

And

Whereas, Tirpude Institute of Management Education, Nagpur has been conferred Autonomy by The University Grants Commission through its letter number F.2-1/2023(AC-Policy) dated 9th September 2024.

And

Whereas, on having granted the Autonomous status, the duly constituted Board of Studies in Business Studies has prepared and approved a Teaching and Examination Scheme for BBA program in its meeting held on 19th November 2024 & 17th June 2025 and recommended for consideration and approval to the Academic Council of the Institute.

And

Whereas, the duly constituted Academic Council of the Institute approved the Teaching and Examination scheme for BBA Program along with Draft Academic Regulations governing provisions for admissions, teaching, examinations and other relevant matters and recommended to the Governing Body of the Institute for consideration and approval in its meeting held on 8th November 2025.

And

Whereas, the duly constituted Governing Body of the Institute considered and approved the Academic Regulations recommended by the Academic Council in its meeting held on 20th November 2025.

And

Whereas, the Academic Regulation No. 4 of 2025 titled "Rules Governing Admissions And Examinations Leading To The Award Of Degree Of Bachelor Of Business Administration Regulation" was issued.

And

Whereas, the duly constituted Board of Studies in Business Studies has suggested some changes in the program framework and curriculum in its meeting held on 15th June 2026 which were approved by the Academic Council in its meeting held on 20.07.2026.

And

Whereas, it has become necessary to make necessary changes in the Academic Regulation No. 4 of 2025 and issue the new academic regulation for rules governing admissions and examination and other relevant matters leading to the award of degree of Bachelor of Business Administration, these Academic Regulations are issued and shall be effective from the date of its issuance.

1. This regulation shall be called "RULES GOVERNING ADMISSIONS AND EXAMINATIONS LEADING TO THE AWARD OF DEGREE OF BACHELOR OF BUSINESS ADMINISTRATION, REGULATION, 2026"

2. This Regulation shall come into force from the date of its issuance and shall be applicable to all the students admitted to first year in academic session 2026-27 in BBA program and shall govern all the students enrolled for BBA program at the institute since 2024-25.
3. In this Regulation unless the context requires otherwise: -
- a. "Academic Council" means academic council constituted by the institute as per provisions of UGC Regulations, 2023 and responsible to scrutinize and approve the proposals with or without modification of the Boards of Studies with regard to courses of study, academic regulations, curricula, syllabi and modifications thereof, instructional and evaluation arrangements, methods, procedures relevant thereto etc. for the conduct of all the programs in the college.
 - b. "Board of Studies" means the Board of Studies constituted by the institute as per provisions of UGC Regulations, 2023 and responsible for drafting syllabus and question paper pattern of various courses required for different UG and PG programmes.
 - c. "Student" means a student admitted to the BBA program under this Regulation.
 - d. "Program" means the Bachelor of Business Administration program under this Regulation.
 - e. "Course" means a theory, practical (or the combination of theory and practical) subject, and research project, prescribed for any semester and carrying maximum and minimum passing marks, which a student, admitted to the Bachelor Degree of Business Administration program, governed by this Regulation, must study to become eligible for the award of the Degree under this Regulation.
 - f. "Credit" means the unit by which the course work is measured. It is measured as 15 hours of teaching per credit for each theory course and 30 hours of teaching for each practical course.
 - g. "Grade Point" is the weight allotted to each grade letter depending on the marks awarded in a course/paper.
 - h. "Grade Letter" is an index to indicate the performance of a student in a particular course/ paper. It is the transformation of actual marks secured by a student in a course/paper. It is indicated by a Grade letter O,A,B,C,D,E and F. There is a range of marks for each Grade.
 - i. "Credit Point" (CP) is the value obtained by multiplying the Grade Point by the Credit i.e. No. of Credits assigned for the course x Grade Points secured for that course.
 - j. "Semester Grade Point Average (SGPA)" indicates the performance of a student in a given semester. It is based on the total credit points earned by the student in all the courses and the total number of credits assigned to the courses/papers in a Semester.
 - k. "Cumulative Grade Point Average (CGPA)" CGPA refers to the Cumulative Grade Point Average weighted across all the Semesters. It is obtained by dividing total number of credit points in all the Semesters by the total number of credits in all the Semesters.
 - l. "Degree" means the degree of Bachelor of Business Administration.
 - m. "Entrance Exam" means "MAH BCA/BBA/BMS/BBM-CET" conducted by the State CET Cell, Government of Maharashtra, or any other entrance examination conducted for admission to BBA program approved by State CET Cell, Admission Regulatory Authority, Directorate of Technical Education, Maharashtra State from time to time for the purpose of admission to BBA program.
 - n. "MOOCs" means the Massive Online Open Courses offered on SWAYAM, NPTEL, Department of Life Long Learning of RTMNU or any other such portals like Udemy, Edex, CourseEra etc. provided that the course completion certificate issued by all such platforms clearly mentions number of instructional hours required to complete the course and number of credits for the course.
 - o. "ATKT" means "Allowed To Keep Term" in the higher semester, as per the rules herein.

- p. "University" means parent or affiliating university- Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

4. Duration of the program

Sr. No.	Certificate /Degree	Min. Duration
1	Certificate in Business Administration	1 Year
2	Diploma in Business Administration	2 Years
3	Bachelor Degree in Business Administration (BBA)	3 Years*
4	Honours/Research Degree in Business Administration	4 Years*

**Maximum duration for completing the Bachelor of Business Administration (Honours/Research) Degree Program shall be 7 years from the year of admission to the first year of program*

The BBA program spans four years, divided into eight semesters consisting of Semester-I and II in first year and Semester-III and IV in second year, Semester-V and VI in third year and Semester- VII and VIII in fourth year.

Each Semester shall have minimum 90 days of teaching before the commencement of any End Semester Examination of BBA.

5. Programme Code: BCMBBA

6. Mode of Conduct: Regular Full Time

7. Eligibility for Admission in BBA First Year

For the BBA 1st semester admission, the examinee shall have passed the HSC or equivalent or any State Board or any other Board recognized by UGC with English at Higher or Lower level with any combination of optional subjects in any stream.

OR

XII Standard Examination of Maharashtra State Board of Secondary and Higher Secondary Education in Vocational Stream with one language only; OR any other examination recognized as equivalent thereto; in such subjects and with such standards of attainments as may be prescribed Minimum Competence Vocational Course (MCVC).

OR

Any other Equivalent Examination of any State in (10+2) pattern with any combination of subjects and English as one of the subjects.

AND

Secure a non-zero score in Common Entrance Test (CET) conducted by State CET Cell, Govt. of Maharashtra or Common University Entrance Test – CUET (UG) conducted by National Testing Agency (having a mandatory component of General Aptitude) or any other entrance examination conducted by competent authority approved by the State CET Cell, Govt. of Maharashtra and fulfilling the eligibility conditions as prescribed by the Rashtrasant Tukadoji Maharaj Nagpur University shall only be admitted to this program.

8. Re-entry or Lateral Entry:

- a. Students, opting for exit at any level, will have the option to re-enter the programme from where they have left off, in the institution within three years of exit and complete the degree programme within the stipulated maximum period of SEVEN years from the date of admission to first year.
- b. Re-entry at various levels for lateral entrants in the BBA program shall be based on the earned and valid credits as deposited and accumulated in the Academic Bank of Credits (ABC) through the institute.
- c. Lateral entry into the programme of study leading to the UG Diploma / Three Year UG Degree/ Four Year Bachelor's Degree with Honours/Research will be based on the validation of prior learning outcomes achieved and subject to availability seats based on intake capacity.

9. Program Outcomes (POs):

	Graduate Attribute	Outcome
PO 1	Problem Solving Ability	The graduate will be able to apply domain knowledge of management theories to solve business problems in functional areas of her/his choice such as marketing, finance, human resource, analytics, etc. (specific to specialization opted by a learner)
PO 2	Analytical and Decision-Making Skills	The graduate will be able to apply various analytical tools to evaluate given business situations, interpret data, and make effective strategic and/or operational decisions in a real-life business environment (specific to specialization opted by a learner)
PO 3	Entrepreneurship and Innovation	The graduate will be able to identify/develop business opportunities/ideas, develop business plans, and adopt innovative practices for sustainable growth (specific to specialization opted by a learner)
PO 4	Effective Communication	The graduate will exhibit effective communication of information, ideas, arguments and/or reports orally, written and through digital mode to diverse stakeholders
PO 5	Cooperation and Teamwork	The graduate will develop interpersonal and collaborative skills to work effectively in diverse teams, contributing to shared goals and respecting cultural and individual differences
PO 6	Ethics and Social Responsibility	The graduate will be able to demonstrate ethical values, integrity, and commitment to sustainable and socially responsible practices
PO 7	Lifelong learning and Adaptability	The graduate will demonstrate a commitment to continuous learning and upskilling, adapting to new technologies and evolving industry demands.
PO 8	Community Wellbeing	The graduate will demonstrate understanding of social, cultural, and community issues and contribute to community development through responsible citizenship, ethical behavior, and participative engagement for inclusive and sustainable growth

10. Academic Instructions and Evaluation Scheme for BBA Program:

A detailed scheme for academic instructions and evaluation for BBA program shall be followed as mentioned in Annexure – I.

11. Types of Courses

Courses include:

- a. Discipline Specific Core Course – A Discipline Specific Core (Major) Course that provides essential knowledge, skills and conceptual frameworks directly aligned with the Major to be chosen by the student.
- b. Ability Enhancement Courses (AEC) – These courses are compulsory foundational courses designed to enhance student competencies crucial for academic success and employability.
- c. Open Elective (OE) – These are the courses that a student can select from any Discipline apart from the existing Discipline, based on his/her interest.
- d. Value Added Courses (VAC) – These are the courses designed to integrate ethical, moral, humanistic values and foster empathy and social responsibility.
- e. Skill Enhancement Courses (SEC) – These are the courses that a student has to select in order to develop hands on competencies, vocational abilities and applied knowledge.
- f. Discipline-Specific Electives (DSE) – These are the courses offered within the Major Discipline that allows learners to select from a given basket of specialised courses in order to develop their core knowledge and prepare them for research and industry.

12. Assessment and Evaluation

- In order to become eligible for the End Semester Examination (ESE) of any of the semesters, the student must have secured minimum 75% attendance in the said semester.
- The End Semester written/ practical examination of all the courses shall be conducted by the institute.
- Assessment of a student's performance shall be held as per the evaluation methods specified in the respective course descriptor having a bifurcation of Continuous Assessment (CA) and End Semester Examination (ESE).
- The mechanism for Continuous Assessment will be at the sole discretion of the course faculty who will have to design and conduct assessment of the course using various means like MCQ test, written assignment, class test, presentations, role play, case analysis, field visit or any method deemed fit for the assessment of the course. The details of such assessment and evaluation shall be clearly mentioned in the course descriptor of the said course.
- Marks for Continuous Assessment, awarded on the basis of MCQ test, class tests, assignment etc. as prescribed above by the faculty in the respective course and moderated by the Principal/Dean shall be notified to the students at least 5 days before the commencement of the End Semester Examination.
- Unless contradictory to the provisions of this academic regulation, all provisions related to conduct of examination and evaluation of students shall be applicable as mentioned in a separate regulation titled 'Regulation Governing Norms and Procedures related to examination and evaluation' issued by the competent authority.

13. Eligibility for Award of Certificate/Diploma/Degree/Honours or Research Degree

Semester Completion	No. of Minimum Credits Required	Additional Credit Requirement	Eligible For
I and II	43	4 credits for NSQF Course/ Course approved by Centre of Life-Long Learning, /Internship/MOOCs	Certificate in Business Administration OR Continue with the 2 nd Year
III and IV	43 + 41 = 84	4 credits for NSQF Course/ Course approved by Centre of Life-Long Learning, RTMNU/Internship/MOOCs	Diploma in Business Administration OR Continue with 3 rd Year
V and VI	43 + 41 + 41 = 125	Not Required	Bachelor of Business Administration Degree with Major (MM/FM/HR/BA/IB) OR Continue with 4 th Year
VII and VIII	43 + 41 + 41 + 40 = 165	Not Required	Bachelor of Business Administration Degree (Honours/Research) with Major (MM/FM/HR/BA/IB)

Eligibility for Award of Degree and Nomenclature of the Degree:

- A student who earns minimum 125 credits in not less than three years becomes eligible for the award of 'Bachelor of Business Administration (Major)' Degree.
- A student who earns minimum 165 credits in not less than four years becomes eligible for the award of 'Bachelor of Business Administration (Major) with Honours/Research Degree'.
- The degree certificate shall have the mention of 'Major' subject opted by the student during the program.

14. Standard of Passing

The scope of the course, percentage of passing in End Semester Examination, Continuous Assessment, Internships, Capstone Project, Entrepreneurship Project and Field Project shall be governed as per following rules:

- In order to pass the Bachelor of Business Administration 1st, 2nd, 3rd, 4th, 5th, 6th, 7th and 8th Semester Examinations, an examinee shall obtain not less than 40% marks in each theory course taking CA and ESE together and not less than 50% marks in practical course.
- An examinee who is unsuccessful in any examination shall be eligible for the same at subsequent examinations by payment of a fresh fee prescribed for such examinations.

15. Provision for Transfer of Credits

The BBA program offered under this regulation provides enhanced academic flexibility to students in terms of selecting the courses they want to learn. A student can opt for any course from any statutory/recognized University or a MOOC from SWAYAM/NPTEL, UDEMY, EDEX, COURSERA or Department of Life-Long Learning, RTMNU or any other institutes affiliated to Department of Life-Long Learning, RTMNU or any other online platform in lieu of a course other than Major/ Core courses, Discipline Specific Elective courses, Summer

Internships, Capstone Project, Entrepreneurship Project and Field Project, provided that the course completion certificate issued by such platforms clearly mentions number of instructional hours and credits for the course.

The mechanism for transfer of credits earned through these courses to be adhered as mentioned below:

1. Every student shall mandatorily require to create an ID on Academic Bank of Credits (ABC) and shall submit her/his ID to the institute.
2. A student cannot opt out of any course/ courses mentioned as Major/ Core courses, Discipline Specific Elective courses, Summer Internships, Capstone Project, Entrepreneurship Project and Field Project.
3. If a student is willing to opt out of any course, other than Major/ Core courses, Discipline Specific Elective courses, Summer Internships, Capstone Project, Entrepreneurship Project and Field Project, he/she shall have to mention this while submitting the examination form to the institute for respective semester.
4. A certificate of completion of such MOOC course shall be submitted by the student to the Examination Committee/ Controller of Examination before the evaluation of end semester examination commences.
5. Such a certificate shall mandatorily have the number of credits; duration of the course and grades/marks obtained by the student and shall preferably have a QR code for verification.
6. If a student has opted for a MOOC course in a particular semester and failed to submit the certificate within prescribed time, the student shall be marked as 'Absent' for that particular course. Such a student shall be required to fill in the examination form in the consecutive attempt and submit the passing certificate in order to get his/her corrected result.
7. **Normalization of Marks:** There is a possibility that the composition of marks for ODL/ONLINE course may deviate from the composition of marks under this scheme of examination. In such a case the total marks (Proctored Examination + Assignments) obtained by a student in ODL/ONLINE course shall be proportionately converted by taking a basis of total maximum marks prescribed in this Scheme of Examination and such normalized marks be split (Theory, Practical and CIE) in the proportion as prescribed under this scheme of examination.

Normalization Formula:

Proportionate Marks

$$= \frac{\text{Marks obtained in Online/ODL course}}{\text{Max. Marks of Online/ ODL course}} \times \text{Max. Marks under this Scheme}$$

Example:

Case	Marks under this Scheme of Examination				Marks under ODL/Online Scheme			Marks Obtained by Student		
	Max. Marks SEE (TH) *	Max Marks SEE (PR)	Max. Marks (CIE)	Total Marks	Max. Marks Proctored Examination (SEE)	Max. Marks Assignments (CIE)	Total Marks	Proctored Examination	Assignment	Total
A	60	--	40	100	75	25	100	46	20	66*
B	--	50	50	100	75	25	100	46	20	66*
C	--	--	100	100	75	25	100	46	20	66*

*while converting, marks will be rounded off to the next integer if fraction is ≥ 0.5

Normalization of Total Marks:

$$\text{Proportionate Marks} = \frac{46+20}{100} \times 100$$

= 66 Marks

Distribution of normalized marks as prescribed by this Scheme of Examination

Case	Total Normalized Marks	Composition of Marks prescribed as per this Scheme of Examination				Proportionate Distribution of Marks as per this Scheme of Examination			
		Max. Marks SEE (TH) *	Max Marks SEE (PR)	Max. Marks (CIE)	Total Marks	Marks Obtained SEE (TH) *	Marks Obtained SEE (PR)	Marks Obtained (CIE)	Total Marks Obtained
A	66	60	--	40	100	40	--	26	66
B	66	--	50	50	100	--	33	33	66
C	66	--	--	100	100	--	--	66	66

8. If a student has opted for an ODL/Online course in a particular semester and failed to obtain minimum passing marks as per this scheme of examination, the student shall be declared 'Failed' in that particular course. Such a student will be required to fill in the examination form in the consecutive attempt and submit the passing certificate in order to get his/her corrected result.
9. If a student has opted for an ODL/Online course in a particular semester and failed to submit the course completion certificate within prescribed time for whatsoever reason, then the result of a student for that semester shall be 'WITHELD' until he/she submits the course completion certificate with marks/grades to the university through college.

16. Promotion to higher semesters (ATKT)

The unsuccessful candidate of any semester examination shall be ALLOWED TO KEEP THE TERM (ATKT) in accordance with the following table: (Theory, Practical and Continuous Evaluation of a course shall be jointly considered as single passing head).

Sr. No.	Semester	Eligibility for admission and appearing End Session Examination
1	Semester I	Candidates should have passed the qualifying examination (HSC or Equivalent) as per the relevant Direction governing the programme.
2	Semester II	As above
3	Semester III	Candidate should have passed 50% of Semester I and semester II courses, combined, rounded up to next complete number
4	Semester IV	A Candidate should have passed 50% of Semester I and semester II courses, combined and filled examination form of semester III
5	Semester V	Candidate should have passed all courses of Semester I, II and 50% of Semester III and semester IV courses, combined, rounded up to next complete number
6	Semester VI	A Candidate should have passed all courses of Semester I, II and 50% of Semester III and semester IV courses, combined, and filled the examination form of semester V

Note: A candidate admitted to Final Semester (6th semester) of the programme can appear for Final Semester examination however the result of the Final Semester examination will be withheld (NCL – Not Cleared lower semester examinations) unless the candidate clears all the lower examinations of the Programme.

17. Absorption Scheme:

Students admitted to the BBA program under previous directions shall be allowed to take admission in the current regulation only if the annual credits earned previously by the candidate are equal to or more than the current annual credit requirement laid down by the institute under the current regulation.

A. Absorption of students to 2nd year (3rd Semester) of BBA under this regulation:

- a. Students who have passed 1st year (1st and 2nd Semester) of BBA program under previous BBA (OB-CBCS) direction will be allowed for admission to 2nd year (3rd Semester) of BBA program under this regulation.
 - i. SGPA of 1st and 2nd semester examinations of such students will be considered while processing the second-year result.
- b. Students who have failed in one or more subjects of 1st year (1st and/or 2nd Semesters) of BBA program under previous BBA (OB-CBCS) direction but are eligible for admission to 2nd year (3rd Semester) under ATKT rules of the previous direction will be allowed for admission to 2nd year of BBA program under this regulation.
 - i. Such students will be required to appear and pass their backlog papers at university examinations as per previous direction during the attempts as mentioned by the affiliating university from time to time.
 - ii. If such student fails to pass any of the backlog subjects in provided number of attempts, she/he will not be absorbed in this scheme of examination and shall be required to take a fresh admission to 1st year of BBA program under this regulation.

B. Absorption of students to 3rd year (5th Semester) of BBA under this regulation:

- a. Students who have passed 1st and 2nd year (1st, 2nd, 3rd and 4th Semester) of BBA program under previous BBA (OB-CBCS) direction will be allowed for admission to 3rd year (5th Semester) of BBA program under this regulation.
 - i. SGPA of 1st, 2nd, 3rd and 4th semester examinations of such students will be considered while processing the third-year result.
- b. Students who have failed in one or more subjects of 2nd year (3rd and/or 4th Semesters) of BBA program under previous BBA (OB-CBCS) direction but are eligible for admission to 3rd year (5th Semester) under ATKT rules of the previous direction will be allowed for admission to 3rd year of BBA program under this regulation.
 - i. Such students will be required to appear and pass their backlog papers at university examinations as per previous direction during the attempts as mentioned by the university from time to time.
 - ii. If such student fails to pass any of the backlog subjects in provided number of attempts, she/he will not be absorbed in this scheme of examination and shall be required to take a fresh admission to 2nd year of BBA program under this regulation.

- C. Discontinuation of Course/s:** In case, any course/s are prescribed in the scheme of teaching and examination mentioned in this regulation is discontinued by the competent authority, the Institute shall continue to conduct examinations for THREE attempts and students who fail shall clear the course/s within those THREE attempts. After, that the students who fail shall be required to pursue the course/s replacing such course/s by seeking provisional admission by paying a fee of Rs. 2000 per course.

18. Evaluation of Internship/Capstone Project/Entrepreneurship Project and Field Project:

Internship/Capstone Project/Entrepreneurship Project and Field Project shall be compulsory for each student appearing 5th/6th/7th/8th Semester respectively.

- (i) **Internship:** Each student has to mandatorily undergo Summer Internship Project (SIP) of 45 – 60 days. The SIP will commence after the end session examination of Semester IV. The SIP will be considered as a separate course having 4 credits and will be evaluated along with end session examination of Semester V.
- (ii) **Capstone Project:** The Capstone Project shall be a mandatory 45-day research-intensive course in 6th semester, carrying 3 credits. The student shall prepare a detailed research report and a formal presentation demonstrating analytical depth, critical thinking, and a holistic understanding of business functions, which will be evaluated during the end-session examination of Semester VI.
- (iii) **Entrepreneurship Project:** The Entrepreneurship Project shall be a mandatory 60- 90 days course in the seventh semester, valued at 4 credits. The primary objective of the EP is for students to conceptualize, develop, and validate a viable business idea, fostering an entrepreneurial mindset and practical business planning skills. After the completion of the EP, the students shall present a comprehensive business plan.
- (iv) **Field Project:** The Field Project is a mandatory 60-90 days course in the final eighth semester, carrying 8 credits. The objective is for students to work directly with an external host organization. The expected outcome is a formal consulting report and a presentation delivered to the client and faculty, demonstrating professional competency and the ability to translate theory into practice, with evaluation conducted during the end-session examination of Semester VIII.

- (v) Internship/Capstone Project/Entrepreneurship Project and Field Project shall carry 100 marks each as follows:

Heads of Passing	Marks
Project Report Evaluation and Viva Voce by External Examiner/Industry Personnel	50
Project Report Evaluation and Viva Voce by Internal Examiner	50

- (vi) The internship (5th Semester) and Capstone Project (6th Semester) shall be taken up on individual basis whereas Entrepreneurship Project (7th semester) and Field Project (8th semester) can be taken up on individual/group basis (having maximum 4 students per group).
- (vii) For Summer Internship/ Capstone Project/Entrepreneurship Project and Field Project a batch of Maximum **TWENTY projects** per guide/supervisor have to be allotted by the Institute.
- (viii) The Guide/Supervisor shall act as an internal examiner for Summer Internship/ Capstone Project/Entrepreneurship Project and Field Project Examination.
- (ix) The guide or the supervisor shall be appointed by the institute and should be teaching in the MBA/BBA Programme with minimum qualifications as prescribed by AICTE for Assistant Professor.
- (x) The External examiner for Summer Internship/ Capstone Project/Entrepreneurship Project and Field Project Evaluation shall be appointed by the institute from the list of full-time teaching faculty of the MBA/BBA programme of any other institute/ University or Industry expert.
- (xi) Each such External examiner shall examine a maximum of TWENTY projects in the academic year.

- ONE copy of Internship report/project work (Printed and **hard bound**) shall be submitted to the Institute at least one month before the commencement of the **respective ESE** for evaluation purpose.
- A Candidate shall submit with his/her project work, a **certificate** from the Supervisor to the effect:-
 - That the candidate has satisfactorily completed the Internship/Project work for not less than prescribed number of hours mentioned in the regulation.
 - That the Project work is the result of the candidate's own work and is of sufficiently high standard to warrant its presentation for examination.
 - The candidate shall submit his declaration that the Internship/Project is the result of his own research work and the same has not been previously submitted for any examination. The Project shall be liable to be rejected and /or cancelled if found otherwise.
 - The Internship/Project work shall be evaluated through Seminar and Viva-voce at the Institute by internal and external examiner appointed by Controller of Examination within 10 days of the completion of the respective semester examination.

19. Each student admitted to this program is required to earn adequate number of credits for Co-curricular courses as prescribed in the teaching and examination scheme. Guidelines and modalities related to evaluation of CC courses is described in Annexure No. ____.

20. If any question of interpretation of any clause arises for this Regulation and related annexures, the same shall be referred to the Director of the Institute whose decision in consultation with the Dean shall be final and binding on all concerned.

21. Provision for Amendment:

In case, any amendment is required to be made in provisions mentioned in this regulation, the same shall be recommended by the Board of Studies concerned and approved by the Academic Council and Governing Body of the Institute. A separate notification of amendment along with a revised regulation need to be issued by the competent authority.


Dr. Lalit Khullar

Director

Director

Tirpude Institute of Management Education
1, Balasaheb Tirpude Marg, Civil Lines, Sadar, Nagpur

Annexure – 1 (Version 1.0)

BBA

Instruction and Evaluation Scheme

BBA Semester I

Sr. No	Course Type	Course Name	Course Code	Instructional Hours		Max Marks ESE		Max Marks CA	Total Marks	Minimum Passing Marks	Credits
				Theory	Practical	Theory	Practical				
1	DSC	Management Essentials	BS/GM/001	45	0	50	-	50	100	40	3
2	DSC	Basics of MS Excel	IT/BC/001A	24	75		30	70	100	50	4
3	AEC	Business Environment	BS/BE/001A	45	0	50		50	100	40	3
4	SEC	Foundations of English	LG/FE/001	60	0	50		50	100	40	4
5	IKS	Gateway to Economics & Ancient Indian Economy	EC/GA/001	60	0	50	-	50	100	40	4
6	OE	To be Selected from OE Basket (Any one)		As per OE Basket		As per OE Basket		As per OE Basket	100	40	2
7	CC	Co-curricular Course	CC1								2
Total									600	250	22

OPEN ELECTIVE for SEMESTER I

S.No	Course Type	Open Electives Basket	Course Code	Instructional Hours		Max Marks ESE		Max Marks CA	Total Marks	Minimum Passing Marks	Credit
				Theory	Practical	Theory	Practical				
1	OE	Financial Literacy	FA/FL/001	30	0	50		50	100	40	2
2	OE	Psychological Thinking	PS/TP/001	30	0	40		60	100	40	2
3	OE	Health Economics	EC/HE/001	30	0	50		50	100	40	2
4	OE	Basics of French Language	LG/FL/001	30	0	40		60	100	40	2
5	OE	Principles and Practices of Banking	FA/PB/001	30	0	50		50	100	40	2
6	OE	Data Ethics	DS/DE/001	30	0	50		50	100	40	2
7	OE	Ethical Hacking	IT/EH/001	30	0	40		60	100	40	2

BBA Semester II

Sr. No	Course Type	Course Name	Course Code	Instructional Hours		Max Marks ESE		Max Marks CA	Total Marks	Minimum Passing Marks	Credits
				Theory	Practical	Theory	Practical				
1	DSC	Organizational Behaviour	BS/GM/002B	60	0	40	-	60	100	40	4
2	DSC	Business Law	BS/BL/001B	60	0	50		50	100	40	4
3	DSC	Accounting Processes for Business	FA/AC/001	45	0	50	-	50	100	40	3
4	AEC	Comprehensive Communication C	LG/CC/002C	30	0	50		50	100	40	2
5	SEC / VAC	Public Speaking / Indian Constitution (Choose any ONE)	LG/PS/001 EC/IC/001	20/30*	20/0*	50*		100/50*	100	50/40*	2
6	VAC / SEC	Environmental Science/ Personal Branding (Choose any ONE)	BS/ES/001 BS/PB/001	30	0	60/40#		40/60#	100	40	2
7	OE	To be Selected from OE Basket (Any one)		As per OE Basket		As per OE Basket		As per OE Basket	100	40	2
8	CC	Co-curricular Course	CC 2								2
Total									600	250	21

*for Indian Constitution course

for Personal Branding course

OPEN ELECTIVE for SEMESTER II

S.No	Course Type	Open Electives Basket	Course Code	Instructional Hours		Max Marks ESE		Max Marks CA	Total Marks	Minimum Passing Marks	Credit
				Theory	Practical	Theory	Practical				
1	OE	Cyber Psychology	PS/CYP/001	30	0	40		60	100	40	2
2	OE	Basics of E-Commerce	IT/EC/001	23	15	40		60	100	40	2
3	OE	Basics of German Language	LG/GL/001	30	0	40		60	100	40	2
4	OE	Principles and Practices of Insurance	FA/PI/001	30	0	50		50	100	40	2
5	OE	Introduction to Data Science	DS/ID/001	30	0	50		50	100	40	2
6	OE	Internet of Things	IT/IO/002	30	0	40		60	100	40	2

A student can exit the program after successful completion of 1st and 2nd semesters having earned requisite number of credits as mentioned in the scheme of examination and additional 4 credits from the list of courses mentioned in NSQF/ Centre of Life-Long Learning (RTMNU) /Internship/MOOCs. Such a student shall be eligible for the award of Certificate in Business Administration' by the University.

OR

A student can continue the program in 2nd year.

BBA Semester III

Sr. No	Course Type	Course Name	Course Code	Instructional Hours		Max Marks ESE		Max Marks CA	Total Marks	Minimum Passing Marks	Credits
				Theory	Practical	Theory	Practical				
1	DSC	Cost and Management Accounting	FA/CMA/001	60	0	50	-	50	100	40	4
2	DSC	Fundamentals of Marketing Management	BS/MM/001A	45	0	50		50	100	40	3
3	DSC	Fundamentals of Human Resource Management	BS/HR/001A	45	0	50		50	100	40	3
4	DSC	Fundamentals of Financial Management	FA/FM/001A	45	0	50	-	50	100	40	3
5	AEC	Aptitude Development	BS/AD/001	30	0	50		50	100	40	2
6	SEC / VAC	Basics of Podcasting / Work Environment and Human Values	LG/PC/001 BS/WHV/001	26/30 ^{\$}	8/0 ^{\$}	50 ^{\$}		100/50 ^{\$}	100	40	2
7	OE	To be Selected from OE Basket (Any one)	Select from Basket	As per OE Basket		As per OE Basket		As per OE Basket	100	40/50	2
8	CC	Co-curricular Course	CC3								2
Total									700	280/300	21

\$for Work Environment and Human values course

OPEN ELECTIVE for SEMESTER III

S.No.	Course Type	Open Electives Basket	Course Code	Instructional Hours		Max Marks ESE		Max Marks CA	Total Marks	Minimum Passing Marks	Credit
				Theory	Practical	Theory	Practical				
1	OE	Event Management	BS/EM/001	30	0		50	50	100	50	2
2	OE	Emotional Intelligence	PS/EI/001	28	2	40		60	100	40	2
3	OE	Environmental Economics and Sustainability	EC/EES/001	30	0	50		50	100	40	2
4	OE	Basics of French Language	LG/FL/001	30	0	40		60	100	40	2
5	OE	Introduction to FinTech	FA/FT/001	30	0	50		50	100	40	2
6	OE	Generative AI	DS/GA/001	30	0		50	50	100	50	2
7	OE	Intellectual Property Rights	BS/IP/001	30	0	40		60	100	40	2

BBA Semester IV

Sr. No	Course Type	Course Name	Course Code	Instructional Hours		Max Marks ESE		Max Marks CA	Total Marks	Minimum Passing Marks	Credits
				Theory	Practical	Theory	Practical				
1	DSC	International Trade Concepts	EC/IB/001	58	0	50	-	50	100	40	4
2	DSC	Fundamentals of Business Analytics	DS/BA/001 A	45	0	50	-	50	100	40	3
3	DSC	Fundamentals of Operations Management	BS/OM/001	45	0	50		50	100	40	3
4	DSC	Advanced Excel	IT/EX/002A	30	60		30	70	100	50	4
5	SEC / VAC	Applied Stagecraft / Corporate Social Responsibility	BS/SC/002 BS/CSR/001	15/30 [@]	30/0 [@]	50 [@]	50	50	100	50/40 [@]	2
7	OE	To be Selected from OE Basket (Any one)	Select from Basket	As per OE Basket		As per OE Basket		As per OE Basket	100	40	2
8	CC	Co-curricular Course	CC4								2
Total									700	280/290	20

@ for Corporate Social Responsibility course

OPEN ELECTIVE for SEMESTER IV

S.No	Course Type	Open Electives Basket	Course Code	Instructional Hours		Max Marks ESE		Max Marks CA	Total Marks	Minimum Passing Marks	Credit
				Theory	Practical	Theory	Practical				
1	OE	Performance Marketing	BS/PEM/001	30	0	50		50	100	40	2
2	OE	Gender Dynamics and Gender Studies	PS/GD/001	26	4	40		60	100	40	2
3	OE	Geopolitics	EC/GP/001	30	0	50		50	100	40	2
4	OE	Basics of German Language	LG/GL/001	30	0	40		60	100	40	2
5	OE	Mutual Fund Investment	FA/MF/001	30	0	50		50	100	40	2
6	OE	AI for Business	DS/AB/001	30	0	50		50	100	40	2

A student can exit the program after successful completion of 1st, 2nd, 3rd and 4th semesters having earned requisite number of credits as mentioned in the scheme of examination and additional '4 credits from the list of courses mentioned in NSQF/ Centre of Life-Long Learning (RTMNU) /Internship/MOOCs. Such a student shall be eligible for the award of 'Diploma in Business Administration' by the University.

OR

A student can continue the program in 3rd year.

BBA Semester V

The specialisation chosen by the student (MM/HR/FM/IB/BA) at the commencement of 3rd year, shall be considered as his/her Major for the award of Bachelor Degree.

Sr. No	Course Type	Course Name	Course Code	Instructional Hours		Max Marks ESE		Max Marks CA	Total Marks	Minimum Passing Marks	Credits
				Theory	Practical	Theory	Practical				
1	DSC	Fundamentals of Entrepreneurship Development	BS/ED/001	45	0	50	-	50	100	40	3
2	DSC	Elementary Business Research & Statistics	BS/BRS/001	60	0	50		50	100	40	4
3	DSE	DSE I - (MM/HR/FM/BA/IB) OR MOOC in the relevant area		60/30 ^{&}	0/60 ^{&}	50/40*	50 ^{&}	50	100	40/50 ^{&}	4
4	DSE	DSE II - (MM/HR/FM/BA/IB) OR MOOC in the relevant area		60	0	50/40 [@]		50/60 [@]	100	40	4
5	SEC	Internship	BS/SIP/002				100		100	50	4
6	CC	Co-curricular Course	CC5								2
Total									500	210/220	21

*for Consumer Buying Behaviour course(DSE I- Marketing)
@for Retail Marketing (DSE-II - Marketing)

&for Data Visualization course(DSE I- Business Analytics)

List of DSE for Sem V

DSE for HR				
	Course Name	Course Type	Course Code	Credits
I	Recruitment and Selection	DSE	BS/RS/002A	4
II	Training and Development Practices	DSE	BS/TD/002A	4
DSE for Finance				
	Course Name	Course Type	Course Code	Credits
I	Business Finance Functions	DSE	FA/FM/002	4
II	Financial Markets & Institutions	DSE	FA/FI/002	4
DSE for International Business				
	Course Name	Course Type	Course Code	Credits
I	DSE - I: International Trade theories & Globalization	DSE	EC/ITG/001	4
II	DSE - II: International HRM	DSE	EC/IH/002	4

DSE for Marketing				
	Course Name	Course Type	Course Code	Credits
I	Consumer Buying Behaviour	DSE	BS/CB/002B	4
II	Retail Marketing	DSE	BS/RMT/002A	4
DSE for Business Analytics				
	Course Name	Course Type	Course Code	Credits
I	Data Visualization	DSE	DS/DV/002A	3
II	Quantitative Methods for Business	DSE	SS/QM/001B	1

BBA Semester VI

Sr. No.	Course Type	Course Name	Course Code	Instructional Hours		Max Marks ESE		Max Marks CA	Total Marks	Minimum Passing Marks	Credits
				Theory	Practical	Theory	Practical				
1	DSC	Project Management	BS/PT/001	45	0	50	-	50	100	40	3
2	DSC	Strategic Analysis for Competitive Advantage	BS/SM/001 A	45	0	50		50	100	40	3
3	DSE	DSE III - (MM/HR/FM/BA/IB) OR MOOC in the relevant area		60/45* /0\$	0/30\$	50	50\$	50	100	40/50\$	4
4	DSE	DSE IV- (MM/HR/FM/BA/IB) OR MOOC in the relevant area		60	0	50/40#	-	50/60#	100	40	4
5	SEC	Capstone Project	BS/CP/003				100		100	50	4
6	CC	Co-curricular Course	CC6								2
Total									500	210	20

*for Deep Learning course (Elective 4) \$for Deep Learning Lab (Elective 4)
#for Retail Marketing course (Elective 5) and Software Project Management (Elective 5)

List of DSE for Sem VI

DSE for HR				
	Course Name	Course Type	Course Code	Credits
III	Employee Relations	DSE	BS/ER/002	4
IV	Organisational Change and Organisational Development	DSE	BS/OC/002	4
DSE for Finance				
	Course Name	Course Type	Course Code	Credits
III	Advanced Financial Management	DSE	FA/FM/003A	4
IV	Financial Derivatives & Risk Management	DSE	FA/FD/002B	4
DSE for International Business				
	Course Name	Course Type	Course Code	Credits
III	International Marketing	DSE	EC/IM/002	4
IV	International Finance	DSE	EC/IF/002	4

DSE for Marketing				
	Course Name	Course Type	Course Code	Credits
III	Service Marketing	DSE	BS/SMT/002	4
IV	Brand Management	DSE	BS/BM/002B	4
DSE for Business Analytics				
	Course Name	Course Type	Course Code	Credits
III	Data Science using Python	DSE	DS/PY/002A	4
IV	Web Analytics	DSE	DS/WS/002	4

A student can exit the program after successful completion of 1st, 2nd, 3rd, 4th, 5th and 6th semesters having earned the requisite number of credits as mentioned in the scheme of examination. Such a student shall be eligible for the award of 'Bachelor of Business Administration' degree by the University.
OR
A student can continue the program in 4th year for either HONOURS or RESEARCH degree

BBA Semester VII (Honours)

Sr. No.	Course Type	Course Name	Course Code	Instructional Hours		Max Mark ESE		Max Marks CA	Total Marks	Minimum Passing Marks	Credits
				Theory	Practical	Theory	Practical				
1	DSC	Quantitative Research	SS/QR/002	60	0	50	-	50	100	40	4
2	DSE	DSE V- (MM/HR/FM/BA/IB) OR MOOC in the relevant area		60	0	50	-	50	100	40	4
3	DSE	DSE VI- (MM/HR/FM/BA/IB) OR MOOC in the relevant area		60	0	50/40*	-	50/60*	100	40	4
4	DSC	Entrepreneurship Project	BS/ENP/003				100		100	50	8
Total									400	170	20

***for Data Mining (DSE VI)**

BBA Semester VII (Honours with Research)

Sr. No.	Course Type	Course Name	Course Code	Instructional Hours		Max Mark ESE/ Practical		Max Marks CA	Total Marks	Minimum Passing Marks	Credits
				Theory	Practical	Theory	Practical				
1	DSC	Quantitative Research	SS/QR/002	60	0	50	-	50	100	40	4
2	DSC	Publication Ethics	BS/PE/001	60	0	50	-	50	100	40	4
3	DSC	Entrepreneurship Project	BS/ENP/003			-	100		100	50	8
4	DSE	DSE V- (MM/HR/FM/BA/IB) OR MOOC in the relevant area		60	0	50	-	50	100	40	4
Total									400	170	20

List of DSE for Sem VII		
Elective	Course Name	Course Code
MM	DSE - V: Integrated marketing communication	BS/IC/002
MM	DSE - VI: Trade Marketing	BS/TM/003
HR	DSE - V: Compensation and Benefit Management	BS/CM/002
HR	DSE - VI: Performance Management and Competency Mapping	BS/PCM/002
FM	DSE - V: Equity Research and Valuation	FA/ER/002B
FM	DSE - VI: Behavioural Finance and Wealth Management	FA/BF/002B
BA	DSE - V: Predictive Analytics	DS/PA/002B
BA	DSE - VI: Data Mining	IT/DM/001B
IB	DSE - V: BOP & Foreign Exchange	EC/FX/002A
IB	DSE - VI: Foreign Trade Policies of India	EC/FP/002

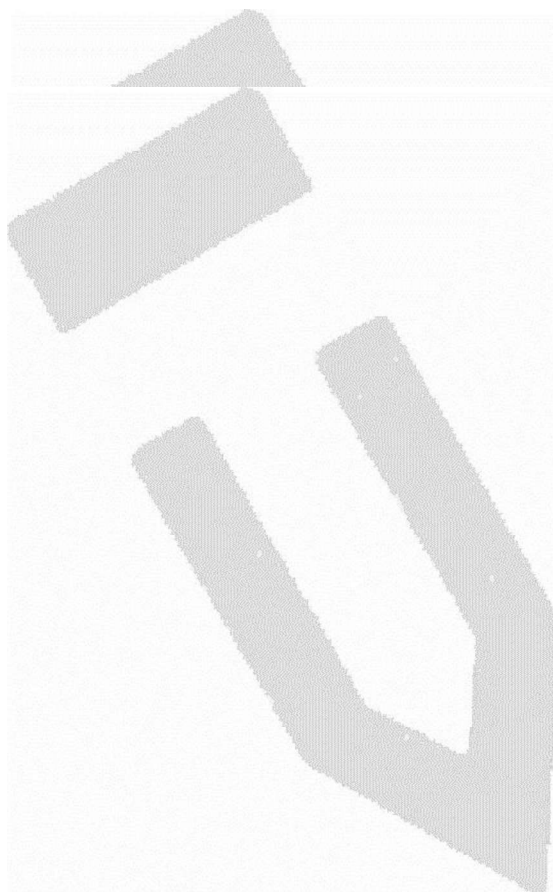
BBA Semester VIII (Honours)

Sr. No.	Course Type	Course Name	Course Code	Instructional Hours		Max Mark ESE		Max Marks CA	Total Marks	Minimum Passing Marks	Credits
				Theory	Practical	Theory	Practical				
1	DSC	Exit Seminar					100		100	50	4
2	SEC	Company/Industry Analysis Project	BS/CIA/003				50		100	50	8
3	SEC	On Job Training	BS/OJT/002				100		100	50	8
Total									300	150	20

BBA Semester VIII (Honours with Research)

Sr. No.	Course Type	Course Name	Course Code	Instructional Hours		Max Mark ESE		Max Marks CA	Total Marks	Minimum Passing Marks	Credits
				Theory	Practical	Theory	Practical				
1	DSC	Exit Seminar					100		100	50	4
2	SEC	On Job Training	BS/OJT/002				100		100	50	8
3	SEC	Research Project	BS/RP/003				100		100	50	8
Total									300	150	20

A student, on successful completion of all the 8 semesters and having earned requisite number of credits as mentioned in the scheme of examination shall be eligible for the award of either 'Bachelor of Business Administration (Honours) Degree with Major (Marketing Management /Financial Management /Human Resource Management/ Business Analytics/ International Business)' OR 'Bachelor of Business Administration (Research) Degree with Major (Marketing Management/Financial Management/Human Resource Management/ Business Analytics/ International Business)' .

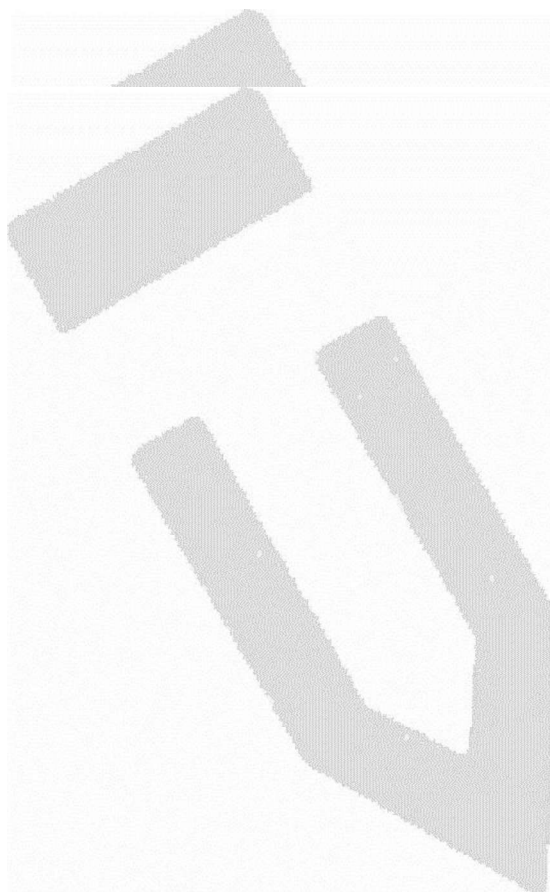


Rubrics and detailed parameters for evaluation of Summer Internship/ Capstone Project/Entrepreneurship Project and Field Project are mentioned in Annexure 2/Annexure3/ Annexure 4/ Annexure 5.

Annexure 2
Internship Evaluation Rubric (Total: 100 Marks)

Criteria	Sub-Criteria	Marks	Scale for Assessment
1. Company and Industry Profile (10)	Clarity, relevance, and understanding of company operations and industry context	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
2. Introduction of the Topic (15)	Relevance of topic to specialization	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Conceptual background and rationale for topic selection	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Clarity and scope definition of the topic	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
3. Objectives of the Study (10)	Specific, measurable, and relevant objectives	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Alignment of objectives with internship activities	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
4. Data Collection and Analysis (Optional) (15)	Appropriateness of data and sources used	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Application of analytical tools or methods	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Quality of findings and interpretation	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
5. Functional Learnings (20)	Understanding and application of domain knowledge (marketing, finance, HR, operations, etc.)	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Linking academic concepts with practical exposure	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)

Criteria	Sub-Criteria	Marks	Scale for Assessment
6. Behavioural Learnings (20)	Professional attitude, ethics, and discipline	7	Excellent (7), Good (6), Average (5), Poor (4), Unsatisfactory (3–0)
	Communication and interpersonal skills	7	Excellent (7), Good (6), Average (5), Poor (4), Unsatisfactory (3–0)
	Adaptability, teamwork, and problem-solving approach	6	Excellent (6), Good (5), Average (4), Poor (3), Unsatisfactory (2–0)
7. Presentation and Viva Voce (10)	Structure and coherence of report presentation	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Clarity of understanding, confidence, and responses	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
Total		100	



Annexure 3
Capstone Project Evaluation Rubric (Total: 100 Marks)

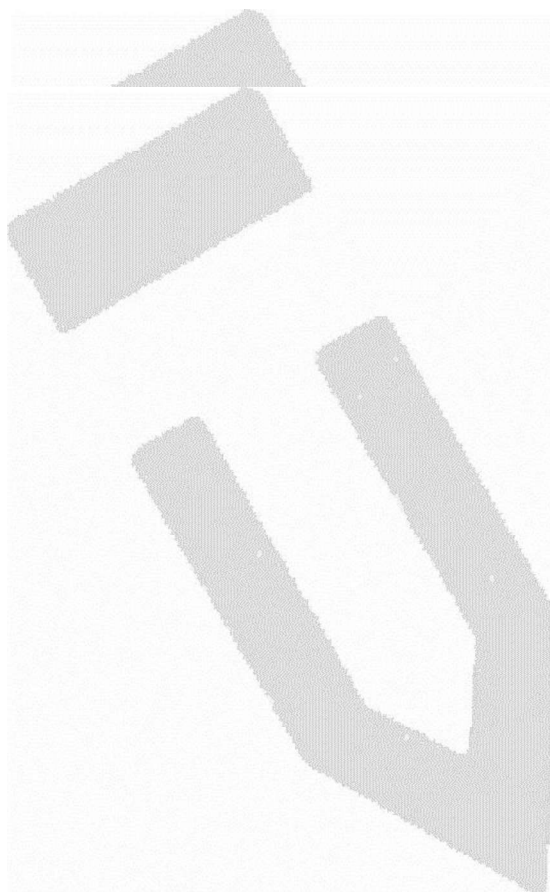
Parameter	Sub-Criteria	Marks	Scale for Assessment
1. Research Design and Planning (20 Marks)	Selection and relevance of research topic to specialization	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Clarity of research problem, objectives, and hypotheses	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Review of literature and theoretical framework	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Research design and planning (sampling method, timeline, limitations)	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
2. Data Collection and Analysis (25 Marks)	Relevance and adequacy of data collected (primary/secondary)	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Application of analytical tools and techniques (quantitative or qualitative)	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Validity, interpretation, and accuracy of analysis	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
3. Findings, Discussion, and Conclusions (25 Marks)	Clarity and relevance of findings to research objectives	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Critical discussion, interpretation, and managerial implications	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Practical recommendations, limitations, and scope for future research	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
4. Report Presentation and	Logical organization and structure of the report	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)

Parameter	Sub-Criteria	Marks	Scale for Assessment
Documentation (15 Marks)			
	Writing clarity, formatting, referencing, and tabulation quality	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Print quality, binding, and visual presentation (charts, tables, graphs)	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
5. Presentation and Viva Voce (15 Marks)	Clarity of presentation and communication skills	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Depth of understanding and command over research topic	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Ability to answer questions confidently and logically	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
Total		100	

Annexure 4
Entrepreneurship Project Evaluation Rubric (Total: 100 Marks)

Parameter	Sub-Criteria	Marks	Scale for Assessment
1. Business Idea and Concept Development (20 Marks)	Originality and innovativeness of idea	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Clarity of vision, mission, and business objectives	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Alignment of idea with real-world business opportunities	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
2. Market Research and Potential (20 Marks)	Depth and relevance of market research conducted	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Identification of target audience and demand estimation	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Competitive analysis and differentiation strategy	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
3. Financial and Operational Viability (20 Marks)	Realism and accuracy of financial projections (cost, revenue, turnover, profit)	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Feasibility of business model and operational plan	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Resource planning and sustainability considerations	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
4. Marketing and Implementation Strategy (20 Marks)	Clarity and creativity of marketing plan	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Execution roadmap (timeline, scaling potential, risk mitigation)	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	SWOT analysis quality and application	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)

Parameter	Sub-Criteria	Marks	Scale for Assessment
5. Business Plan Presentation and Defense (20 Marks)	Logical structure and professional formatting of business plan report	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Clarity, confidence, and persuasiveness in presentation	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Responsiveness to queries and depth of understanding	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
Total		100	



Annexure 5
Field Project Evaluation Rubric (100 Marks)

Parameter	Sub-Criteria	Marks	Scale for Assessment
1. Understanding of the Organization and Problem Definition (20 Marks)	Demonstrated understanding of company operations and business context	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Appropriateness and clarity of problem identification	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
2. Research Design and Methodology (20 Marks)	Logical structure of research plan; use of tools for data collection and analysis	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Application of relevant management theories and analytical frameworks	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
3. Findings and Problem Analysis (20 Marks)	Depth of analytical reasoning and data interpretation	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Validity and reliability of analytical evidence	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
4. Solutions, Recommendations, and Practical Implications (25 Marks)	Feasibility and innovativeness of proposed solutions	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Linkage of recommendations with analysis and theoretical grounding	10	Excellent (10–9), Good (8–7), Average (6–5), Poor (4–3), Unsatisfactory (2–0)
	Implementation roadmap and impact assessment	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)

Parameter	Sub-Criteria	Marks	Scale for Assessment
5. Report and Presentation (15 Marks)	Quality of written report (structure, formatting, referencing, professional writing)	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Oral presentation clarity, confidence, and articulation	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
	Responsiveness to queries and defense of findings	5	Excellent (5), Good (4), Average (3), Poor (2), Unsatisfactory (1)
Total		100	

