

Annexure II

1. Bachelors of Business Administration (BBA Honours/Research) (FYUGP) (4 Year)

The Department of Business Administration and Management offers a Four-Year Undergraduate Programme, **BBA (Honours/Research)**, from the academic year 2026–27. Admissions are open to students from all streams with a minimum of 55% marks in Plus Two or equivalent. The programme provides a strong foundation in management with specializations in areas such as Finance, Marketing, Human Resources, Business Analytics & Fintech, Logistics & Supply Chain, and Blue Economy & Maritime Trade. Delivered by a university department with established MBA and PhD programmes, it ensures academic rigor, research orientation, and industry relevance. The curriculum follows an Outcome-Based Education (OBE) approach, emphasizing skills, critical thinking, and practical learning through internships, projects, and industry interaction. Graduates gain access to diverse career opportunities across corporate, maritime, and emerging sectors, with strong support for placements, higher studies, and entrepreneurship.

OBJECTIVES OF THE PROGRAMME

- To build a **strong foundation in core business disciplines**.
- To develop **analytical, critical thinking, and decision-making skills**.
- To provide exposure to **emerging areas** such as Business Analytics, Fintech, and Supply Chain.
- To foster **research orientation and innovation** at the undergraduate level.
- To enhance **employability, entrepreneurship, and professional competencies**.
- To offer **specialized knowledge in Blue Economy and Maritime Trade** with a focus on holistic development.

SCOPE OF THE PROGRAMME:

- Offers **diverse career opportunities** across core business functions.
- Prepares students for **emerging fields** like Analytics, Fintech, and Supply Chain.
- Provides exposure to **Blue Economy and Maritime sectors**.
- Enables **higher studies, research, and entrepreneurship**.

ELIGIBILITY AND MODE OF ADMISSION

- Candidates must have **passed Plus Two (Higher Secondary) or its equivalent** from a recognized board with a **minimum of 55% marks**.
- Students from **all streams** are eligible to apply.
- Admission will be based on **entrance criteria** as prescribed by the University from time to time.
- The selection process may include **academic performance and other evaluation components**, as notified.

NO. OF SEATS: 30+ 6 supernumerary seats for Children of Fishermen.

ASSESSMENT AND STANDARDS OF PASSING

Student evaluation will be based on performance in continuous assessment components such as assignments, term papers, seminars, case studies, records, class participation, and project work, along with end-semester examinations.

The assessment system follows a combination of internal and external evaluation, as per University norms.

EMPLOYMENT OPPORTUNITIES

- Opportunities in Finance, Marketing, HR, Operations, and Business Analytics.
- Roles in Fintech, Logistics, and Supply Chain sectors.
- Careers in Blue Economy and Maritime industries.
- Prospects in corporate, government, and start-up sectors.