SWARЯNIM
STARTUP & INNOVATION
UNIVERSITY
Where Ideas Come Alive
INDIA'S FIRST UNIVERSITY FOR STARTUP

Bachelors of
Business Administration
Honours

SWARЯNIM
SCHOOL OF MANAGEMENT,
COMMERCE & LIBERAL ARTS

We are delighted that you have chosen to pursue your BBA at Swarrnim Startup and Innovation University. This handbook is designed to provide information to assist you in succeeding in all areas of your BBA experience and to answer some of the most common questions students typically have. While we have tried to cover all of the pertinent information, please feel free to contact us at any time for assistance. We look forward to guiding you over the next few years to help you successfully complete your degree.

Swarrnim Startup and Innovation University (SSIU) has been approved by the Government of Gujarat under the Gujarat Private University Act No. 10 of 2017. The university imparts technical wisdom about innovation, startup and entrepreneurship through the conventional education medium.

Vision
To be globally competent institution imparting education based upon the foundation of innovation and entrepreneurship.

Mission
To create budding entrepreneurs who can compete globally by grooming their innovative and startup skills.

Campus and Facilities

We are located in Bhoyan Rathod, Opposite IFFCO, Near ONGC WSS, Adalaj Kalol Highway, Gandhinagar, Gujarat. Swarrnim Startup and Innovation University (SSIU) offers the ambiance and amenities to support educational programs. SSIU offers a range of classroom in order to accommodate multiple learning approaches, Seminar Hall, Incubation Center, Student accommodations, Canteen, Sports and Transport and Parking Facilities.

Four Year Full Time
BBA – Honours Programme

SWARЯNIM
STARTUP & INNOVATION
UNIVERSITY
WHERE IDEAS COME ALIVE
INDIA'S FIRST UNIVERSITY FOR STARTUP

SWARЯNIM
SCHOOL OF MANAGEMENT,
COMMERCE & LIBERAL ARTS

Businesses today need to operate in ways to contribute to social good by maintaining the highest ethical standards and ecological balance. We aim to co-create a new lineage of leaders who contribute to the triple bottom of People, Profit and Planet. Our incessant learning and assessment approach helps the student to augment learning to face challenges in today's shifting business environment. Our core objective is to enhance the problem solving and critical thinking capabilities of students in order to make them confident future. Our Program model aims to enable students to become agile, ethical and purposeful leaders of tomorrow while encouraging creativity, critical thinking, communication, contemplation, cross-disciplinary approaches, real-world implementation, and the ability to negotiate unanswered questions. Students are guided by best academic minds drawn from path-breaking young scholars to highly experienced experts.

School of Management, Commerce and Liberal Arts (SMCLA) of Swarrnim University, offers the Master of Business Administration (MBA- Marketing, Human Resource and Finance), Bachelor of Business Administration (BBA), Bachelor of Commerce (BCom) and Bachelor of Arts (BA). SMCLA also offers the full-time residential and part time doctoral (PhD) programme, the contents of this Students' Handbook are applicable to all the students of SMCLA during their course stage.

Vision

- The vision of School of Management, Commerce and Liberal Arts is to develop globally recognised leaders by inculcating innovative ideas that lead to make entrepreneurial individuals who contribute to society & economy through experiential learning eco system.

Mission

- Management Knowledge spreading through a right blend of a contextually relevant curriculum and innovative pedagogy.
- Creating the suitable environment to augment critical thinking and analytical abilities among students.
- Leading students towards building organisations by igniting the entrepreneurial spirit among students.
- To prepare transformative learning experience that prepares aspires students to become professional, ethical, and socially responsible individuals by inculcating leadership skills through holistic and value-based learning.

Dress Code & Professional Conduct

The students enrolled in a professional degree program it is important that you represent yourself, in a professional manner. Our goal is to always be prepared to meet a potential employer, business contact, mentor, or other representative from the business community in a professional manner. The dress code for students is business casual for day-to-day classes and activities. We define business casual as collared shirt or button down shirt and pants for men. No shorts, t-shirts, flip flops, caps, etc. Business casual for women consists of nice top with pant or a skirt. Again, no shorts, t-shirts, etc.

Students are expected to show respect to their peers, the faculty, staff and members of the business community at all times. During class, students should silence cell phones. Similarly, laptops should not be used during class for any purpose other than as specifically instructed by the professor.

The BBA- H Programme

- It is a four-year full-time programme.
- It is delivered in semester system basis, with two semesters in one academic year, and a total of eight semesters during the four-year programme.
- Additionally, every student has to undergo Summer Internship during their 6th Sem.
- The programme has a common set of courses in the first two years and electives from third year onwards which are related to the specialization to bring all relevant techno-managerial, regulatory and commercial perspectives of industries. Additionally, perspectives like globalisation, strategy, technology, sustainability, innovation etc. appear as a common thread throughout the programme.

ORIENTATION PROGRAMME

School of Management, Commerce and Liberal Arts (SMCLA) organizes orientation program for 10 days for all new students. The orientation program provides the detailed overview of the University, School, Student's code of conduct, Curriculum details, Extra and Co-Curricular activities, Internship and Placement related initiatives/support. Infrastructure and Other facilities. we extends its support to all the new and existing students to recognize and discover their passion, pursue their goals and build expertise in that particular chosen area. Hence, the ultimate aim of the University and School lies in transforming Students to Corporate. Bridge Course acquaints students with diverse background of Science, Engineering, Arts with basics of subjects that they have not studied in their Graduation, there are bridge courses offered.

Four Year Full Time
BBA – Honours Programme

SWARRNIM
STARTUP & INNOVATION
UNIVERSITY
Where Ideas Come Alive
India's First University for Startup

SWARRNIM
SCHOOL OF MANAGEMENT,
COMMERCE & LIBERAL ARTS

Academic Calendar AY: 2024–25

AY 2024-25: Odd Semester: UG Sem. 1/3/5 & PG Sem. 1/3 (SMCLA)

Particulars	Date
Commencement of BBA, BCOM, BA - Semester 3, 5	22/07/2024
Commencement of MBA- Semester 3 (Students in Summer Internship)	05/08/2024
Orientation Programme (BBA,BCOM,BA) Sem I	29/07/2024
Orientation Programme (MBA) Sem I (As per ACPC Dates)	27/08/2024
Teaching, Learning & Continuous Evaluation – Phase 1 (8 Week)	22/07/2023 to 09/09/2024
BBA, BCOM, BA – 1,3,5; & MBA- Semester 3	
Attendance Review-1 (8 Weeks)	11/09/2024
Mid-Sem Exam BBA, BCOM, BA – 1,3,5 & MBA- Semester 3	16/09/2024
Declaration of Mid Sem Result & PTM	At the end of First Phase
Teaching, Learning & Continuous Evaluation –Phase 1 (8 Week)	
MBA Semester 1	27/08/2024-11/10/24
Attendance Review-1 (8 Weeks)	11/10/2024
Mid-Sem Exam MBA - Semester 1	16/10/2024
Declaration of Mid Sem Result & PTM	At the end of First Phase
Teaching, Learning & Continuous Evaluation – Phase 2 (8 Week)	23/09/2024 to 25/11/2025 (Inclusive of 2 week Diwali Holiday)
BA, BBA, BCOM – 1, 3,5; & MBA- Semester 3	
Attendance Review-2 (8 Weeks)	29/11/2025
Teaching, Learning & Continuous Evaluation – Phase 2 (8 Week)	21/10/2024 to 21/12/2025 (Inclusive of 2 week Diwali Holiday)
BA, BBA, BCOM – 1, 3,5; & MBA- Semester 3	
Attendance Review-2 (8 Weeks)	22/12/2025
University Exam BA, BBA, BCOM – 1,3,5; & MBA- Semester 3	02/12/2024
University Exam MBA - Semester 1	30/12/2024
End of the First term (BBA/BA/ B.COM SEM 1,3,5; & MBA SEM-1, 3)	December, 2024

Four Year Full Time
BBA – Honours Programme

SWARRNIM
STARTUP & INNOVATION
UNIVERSITY
WHERE IDEAS COME ALIVE
India's First University for Startup

SWARRNIM
SCHOOL OF MANAGEMENT,
COMMERCE & LIBERAL ARTS

Academic Calendar AY: 2024–25

Even Semester: UG Sem. 2/4/6 & PG Sem. 2/4 (SMCLA)

Particulars	Date
Commencement of BA, BBA, BCOM- Semester 2,4,6; MBA- Semester 4	01/01/2025
Commencement MBA- Semester 2 (Students in Experiential Project from 15 Jan- 20 Feb 2025)	24/02/2025
Teaching, Learning & Continuous Evaluation – Phase 1 (8 Week) BA, BBA, BCOM- Semester 2,4,6; MBA- Semester 4	01/01/2025 to 24/02/2025
Attendance Review-1 (8 Weeks)	26/02/2025
Mid-Sem Exam BA, BBA, BCOM- Semester 2,4,6; MBA- Semester 4	03/03/2025
Declaration of Mid Sem Result & PTM	At the end of First Phase
Teaching, Learning & Continuous Evaluation –Phase 1 (8 Week) MBA- Semester 2	15/01/2025 to 15/03/2025
Attendance Review-1 (8 Weeks)	17/03/2025
Mid-Sem Exam MBA- Semester 2	24/03/2025
Declaration of Mid Sem Result & PTM	At the end of First Phase
Teaching, Learning & Continuous Evaluation – Phase 2 (8 Week) BBA, BA, BCOM- Semester 2,4,6; MBA- Semester 4	16/03/2025 to 10/05/2025
Attendance Review-2 (8 Weeks)	12/05/2025
Teaching, Learning & Continuous Evaluation – Phase 2 (8 Week) MBA- Semester 2	07/04/2025 to 31/05/2025
Attendance Review-2 (8 Weeks)	31/5/2025
University Exam BA, BBA, BCOM- Semester 2,4,6; MBA- Semester 4	19/05/2025
University Exam MBA- Semester 2	02/06/2025
End of the First term (BBA, BCOM- Semester 2,4,6; BA Semester 2 & 4; MBA- Semester 2,4)	May, 2025

Program Structure

BBA Honors is a Four year UG Programme as per guidelines of National Education Policy - 2020

The Semester system, Duration and other programme requirements are:

(i) BBA Honours programme shall have eight semesters duration.

(ii) Each academic year shall have two semesters; odd and even semesters.

(iii) The medium of instruction shall be English. The candidate has to write the examination only in English except in the language papers.

(iv) Each semester shall have 16 weeks (05 days per week system) with 90 working days (excluding Sundays and other holidays).

(v) The BBA Programme shall have multiple exit option at the end of ONE, TWO, or THREE academic years with the award of Certificate, Diploma and Degree.

(vi) The candidate availing exit option shall re-enter the programme at the beginning of any academic year within the stipulated time of three years and can complete the degree with the prevailing syllabi within Seven years.

(vii) Candidates shall have two option in Honours (Forth Year) – Honours with Research & Honours without Research. Students secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year.

(viii) All candidates shall be awarded Bachelor's degree Honours with Research/ Honours on successful completion of EIGHT semesters (FOUR academic years) undergraduate programme.

(ix) BBA Programme is specific in nature and hence, there shall not be any provision to change the programme.

Curriculum Components

Curricular components of the Program are:

(i) Major (Core)
(ii) Minor
(iii) Multidisciplinary (MDC)
(iv) Ability Enhancement Courses (AEC)
(v) Skill Enhancement Courses (SEC)/ Internship
(vi) Value Added Courses (VAC)/ IKS
(vii) Research Project / On the Job Training

BBA Semester – I

Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BBA230101	Principles of Management	4	0	0	4
Major/ Core	BBA230102	Financial Accounting	1	0	6	4
Minor	BBA230103	Marketing Management	4	0	0	4
MDC	BBA230104	Office Automation	2	0	4	4
AEC	AEC230101	Communication Skills	0	0	4	2
SEC	SEC230101	Foundation of Entrepreneurship	2	0	0	2
IKS	IKS230101	Indian Economy & Business Model	2	0	0	2
Total Credits Earned						22

BBA Semester – II

Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BBA230201	Organisational Behaviour	4	0	0	4
Major/ Core	BBA230202	Fundamentals of Economics	4	0	0	4
Minor	BBA230203	Financial Management	2	0	4	4
MDC	BBA230204	Foundation in Statistical Methods	1	0	6	4
AEC	AEC230202	Logical & Critical Thinking	0	0	4	2
SEC	SEC230202	Identifying Entrepreneurial Opportunities	2	0	0	2
VAC	VAC230201	Environmental Studies	2	0	0	2
Total Credits Earned						22

BBA Semester – III

Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BBA230301	Business Environment	4	0	0	4
Major/ Core	BBA230302	Information System	1	0	6	4
Major/ Core	BBA230303	Corporate Social Responsibility	4	0	0	4
MDC	BBA230304	Introduction to Psychology	4	0	0	4
AEC	AEC230303	Financial Literacy	2	0	0	2
SEC	SEC230303	Marketing Strategies For Start Ups	2	0	0	2
IKS	IKS230302	Understanding India	2	0	0	2
Total Credits Earned						22

BBA Semester – IV

Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BBA230401	Production & Operation Management	4	0	0	4
Major/ Core	BBA230402	Business Law	4	0	0	4
Major/ Core	BBA230403	Project Management	4	0	0	4
Minor	BBA230404	Human Resource Management	4	0	0	4
AEC	AEC230404	Soft Skills	0	0	4	2
SEC	SEC230404	Finance and Funding for Start Up	2	0	0	2
VAC	VAC230402	Emerging Technologies	0	0	4	2
Total Credits Earned						22

SWARЯNIM
STARTUP & INNOVATION
U N I V E R S I T Y
WHERE IDEAS COME ALIVE
INDIA'S FIRST UNIVERSITY FOR STARTUP

SWARЯNIM
SCHOOL OF MANAGEMENT,
COMMERCE & LIBERAL ARTS

Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BBA230501	Business Research Methods	4	0	0	4
Minor	BBA230502	Strategic Management	4	0	0	4
Major		**One Major with two papers**	8	0	0	8
Minor		**One Minor with one paper**	4	0	0	4
	BBA230503A	Advanced Financial Management				
	BBA230503B	Security Analysis & Portfolio Management				
	BBA230504A	Services Marketing				
	BBA230504B	Consumer Behaviour				
	BBA230505A	Industrial & Labour Laws				
	BBA230505B	Organization Structure & Dynamics				
SEC	SEC230505	Intellectual Property Rights	2	0	0	2
Total Credits Earned						**22**

BBA Semester – V

BBA Semester – VI

Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
Major/ Core	BBA230601	Tax Planning & Practices	4	0	0	4
SEC/Internship	BBA230602	Internship	0	0	8	4
Major		**One Major with two papers**	8	0	0	8
Minor		**One Minor with one paper**	4	0	0	4
	BBA230603A	International Financial Management				
	BBA230603B	Cost & Management Account				
	BBA230604A	Advertising & Brand Management				
	BBA230604B	International Marketing				
	BBA230605A	Performance & Compensation Management				
	BBA230605B	Strategic Human Resource Management				
AEC	AEC230605	Workplace Communication	2	0	0	2
Total Credits Earned						**22**

CURRICULUM

BBA Semester – VII (With Research)						
Category of Course	**Subject Code**	**Subject title**	**Teaching Scheme (Per week)**			
			Theory	**Tutorial**	**Practical**	**Credits**
RP	HRBBA230701	Research Project	0	0	12	6
Major/ Core	HRBBA230702	Advanced Research - I	0	0	8	4
Major		**One Major with two papers**	8	0	0	8
Minor		**One Minor with one paper**	4	0	0	4
	HRBBA230703A	Financial Modelling using Excel				
	HRBBA230703B	Investment Banking				
	HRBBA230704A	Sales & Distribution Management				
	HRBBA230704B	Retail Marketing				
	HRBBA230705A	Training & Development				
	HRBBA230705B	Management of Industrial Relations				
Total Credits Earned						**22**

BBA Semester – VII (With Research)

Category of Course	Subject Code	Subject title	Teaching Scheme (Per week)			
			Theory	Tutorial	Practical	Credits
RP	HRBBA230701	Research Project	0	0	12	6
Major/ Core	HRBBA230702	Advanced Research - I	0	0	8	4
Major		**One Major with two papers**	8	0	0	8
Minor		**One Minor with one paper**	4	0	0	4
	HRBBA230703A	Financial Modelling using Excel				
	HRBBA230703B	Investment Banking				
	HRBBA230704A	Sales & Distribution Management				
	HRBBA230704B	Retail Marketing				
	HRBBA230705A	Training & Development				
	HRBBA230705B	Management of Industrial Relations				
Total Credits Earned						**22**

			Teaching Scheme (Per week)			
**BBA Semester – VIII (Without Research)**						
Category of Course	**Subject Code**	**Subject title**	**Theory**	**Tutorial**	**Practical**	**Credits**
OJT	HBBA230801	On the Job Training	0	0	12	6
Major/ Core	HBBA230802	E – Business Management	4	0	0	4
Major		**One Major with two papers**	8	0	0	8
Minor		**One Minor with one paper**	4	0	0	4
	HRBBA230803A	Indian Financial System				
	HRBBA230803B	Risk Management				
	HRBBA230804A	Integrated Marketing Communication				
	HRBBA230804B	Marketing Analytics				
	HRBBA230805A	Emotional Intelligence				
	HRBBA230805B	HRD Instruments & Mechanism				
**Total Credits Earned**						22

Pedagogical Tools

- **Lectures**

  Teaching learning processes is conducted in real with various multi-media aids. Apart from imparting fundamental knowledge of various concepts and theories of the subject, faculties make learning process in class room more interactive by using various innovative teaching pedagogies like case studies, role plays, book reviews, presentations, workshops, guest lectures, etc.

- **Tutorials**

  Lectures sessions are supported by tutorial sessions. Tutorial sessions are conducted in class room after regular sessions. Tutorial sessions are more interactive and specific than regular sessions and are conducted to solve subject specific queries of the students.

- **Guest Sessions**

  Subject and content specific guest sessions are also organized on regular basis that indeed help participants to relate and explore theoretical learning into practical implementation through the real-world experience from successful practitioners. It provides a vibrant platform to the participants to get insights from the vast pool of industry expertise across all promising areas and sectors wherein they strive to pursue their professional careers. As a para-academic initiative, committee members persistently organizes guest sessions where torch bearers of major industrial sectors and distinguished business personalities share their views about the industry, its macro and micro integrities, and give the entire overview of contemporaries in the corporate world. This learning enhancement initiative helps molding the participants into proficient managers of the future.

- **Industrial Visit**

  Practical exposure is very critical to understand all management verticals. To serve this purpose, industrial visits at renowned industries are organized for students on a regular basis.

- **Projects/Assignments**

  Projects and assignments are one of the most essential parts of the MBA curriculum. Each faculty member guides the students personally for the projects and assignments. Learning process is made more comprehensive using following tools:

  1. Live projects provide practical exposure of various concepts and theories learned in Classroom
  2. Presentations to hone communication and interpersonal skills of students
  3. Research projects to sharpen analytical skills of students
  4. Group discussion to augment leadership and communication skills of students
  5. Subject specific assignment for in-depth understanding of subjects
  6. Workshops for better understanding of specific subjects

- **Academic Feedback Mechanism**

  The faculty shows the answer books of Continuous Evaluation Components and Internal Exam to students and also inform them about the marks within 7 to 10 working days. In case of any grievances students are free to personally meet subject faculty or academic committee. The result of respective components is displayed on notice board on regular basis.

- **Student Mentoring**

  The programme is having unique approach of assigning dedicated faculty members to students. The role of mentors is to guide and support students in their various academic and para-academic issues and concerns.

- **Class Schedule**

  A regular day would have five lectures. Each class would be of 60 minutes duration. There would be a Lunch Break at the end of the third class. Some days of the week are also marked for the weekly co-curricular activities. Students are required to refer to the detailed time-table displayed on the notice-board and also communicated vis students whatsapp group.

- **Enterprise resource planning (ERP)**

  SSIU has World Class ERP with student friendly features like Course Calendar, facility of downloading subject Videos and Course Outline, undertaking online quizzes and student evaluation. Students can Monitor Progress refer Attendance Reports and Fees Status.

Students Involvement and Enriching Activities

Co-curricular Activities

To provide a holistic learning experience to its students we go one step ahead of the prescribed syllabi. A dedicated team of faculty members conducts co-curricular activities. This committee grooms the students for participation in external competitions. The department also has Co-curricular activities like Management Quiz, Group Discussions, Elocution, Debate, Mock Interviews and Discussion of Contemporary Issues as a part of the weekly academic schedule. This exercise helps and boost confidence level of students in a large way, this paves way to confidently participate and outshine in various inter-college competitions.

Gyankumbh - Management Quiz

Management Quiz on various topics like General management, Marketing, Advertising, HRM, Finance, Capital markets, Business events and Personalities in the news. The basic objective of arranging management quiz is to assess and review awareness level of core management issues as well as current global developments.

SMCLA Club Activities

There are four clubs – Cine Joy, Business Bazigar, Business News and Hunar Munch. These club activities are held every month. Students Coordinators plan and execute the activities.

Extra-curricular Activities

To ensure active mind along with regular para-academic activities, we provide a healthy dose of extra-curricular activities.

Funathon

Those who understand the benefits of being fit can cherish its fruits of being active, focused, and strategically sound. This is an inter-department sports event comprising of games like football, carom, cricket, chess and volleyball. The beauty of the event is that it is organized and managed by the students. This helps enhancing the leadership, team spirit and sportsmanship of the students on the ground, and is later on reflected in their work too.

Annual Day Celebration

Each year, the Institute celebrates Annual Day to recognize the achievements of students by presenting trophy and certificates to winners and participants for their contribution in various external and internal events. Each year, more than 150 participants showcase their performances through plethora of cultural events like Dancing, Singing, Drama-Mime and Fashion Show, in the form of competition where all the performers battle for top position. The event is judged by a panel of eminent personalities from arts and theatre field.

Navratri

To promote cultural and traditional values among students we organize garba event each year. Garba dance form is not only a performing art, but also a forum for cultivating spiritual characteristics amongst the younger generation.

Fun Days Celebration

In order to make the academic journey more joyful every year days are celebrated based on different themes, wherein students are encouraged to organize and manage the events which give them a chance to sharpen their leadership and team building skills. Unique themes are celebrated each year like three seasons day, rubic's cube day, Brand day, Mismatch Day, Retro Day, Monochrome day, traditional day etc.

General Discipilne

- Students must sit in exam-hall according to seating arrangement announced. They must occupy their seats 10 min before the scheduled time, failing to it, they shall not be allowed to appear for examination.
- Students appearing for examination must have a valid I-card. Student without a valid I-card will not be allowed to write the examination.
- To carry Mobile phones/laptop/electronic programmable memory devices in the examination hall is strictly prohibited. Violation of this rule shall be considered as an offence of unfair means in the examination.
- Students are not permitted to bring books, notes or other materials into the examination room.
- Use of simple scientific calculator is permitted however use of programmable calculator is prohibited.
- Exchange of calculator and other accessories is strictly prohibited in the examination hall.
- Students are not allowed to leave their seats during the first half an hour and last 15 minutes of the examination.
- Students must deposit his/her answer paper to the hall supervisor before leaving the hall. Leaving the examination hall without submitting the answer book is unfair means practice by rule, and is liable for strict action.
- Students are totally responsible for tying/joining appropriately their all kind of supplementary answer paper/s with the main answer book within the scheduled time, no extra time shall be given for the same.
- Students indulging in any kind of misbehavior with the hall supervisor will be taken as unfair means and is liable for strict action.
- Students found practicing any kind of unfair means are liable for strict action and their parents may be informed accordingly.
- Once you complete your examination, kindly leave the exam hall and corridors soon.

Examinations & Evaluation

Depending upon the requirements of a given course and preference of the instructor, any course will have many components for the evaluation of student learning. The methods of evaluation may vary; for example, quizzes, assignments, term-papers, projects, presentations, article reviews, class participation, role plays, mid-term examination, final examination, etc. (Annexure- I : Exam Policy 2023)

The assessment of students for the curricula they are studying will broadly be done in two categories:

Category 1: Continuous Evaluation

Category 2: End Semester Examination / End of the year Examination

Sr. No	Segment	Components	Conducted During	Responsibility
1	Continuous Evaluation	Written tests, MCQs, Quizzes, Projects, Assignments, Presentation, Case Study, Practical Tests and Viva-Voce as per syllabus	Throughout the Semester	Deans / Principals are responsible for the smooth conduct, timely results and fairness. He/She shall assign responsibility to HODs / Faculties
2	End Semester/ End of the Year Examination	1. Practical (Performance & Viva-Voce) 2.Theory Papers	End of the Semester	Dean / Principal / Controller of Examination shall be responsible for smooth conduct, fairness and timely results

The teacher who is teaching a particular course shall be responsible for the performance of the students in that course.

Scheme of Course Evaluation

The respective teaching faculties and end semester / year examination by the University will evaluate the performance of every student in each course during their academic tenure. In general, the scheme of evaluation for various courses will be -

• Continuous Evaluation   50%*
• University Exam   50%*

The Percentage value may differ depending on the evaluation requirement of different Governing Councils of various courses at the University and which will be approved by their respective Board of Studies (BOS).

Sr. No.	Component	Passing Criteria	Remark
1	Internal Evalution	40%	Overall Pasing Criteria is 40%
2	External Evalution	40%	

Grading

SYSTEM OF EVALUATION, AWARD OF CLASS AND CONVERSION TO PERCENTAGE

Grading: The total of the internal evaluation marks and Final University Marks in each course will be converted into a letter grade as well as to point scale as per following scheme:-

Total Mark (%)	›80	›75-80	›70-75	›60-70	›50-60	›45-50	›40-45	›40	Absent
Corresponding Latter Grade	O	A+	A	B	B+	C	P	F	AB
Numerical Point Corresponding Latter Grade	10	9	8	7	6	5	4	0	0

Award of Class: The class awarded to a student in the programme is decided by the final CGPA as per the following scheme:

- **Distinction: CGPA ≥ 8.0**   • **First Class: CGPA ≥7.0 < 8.0**   •**Second Class: CGPA≥5.0<7.0**
- **Pass Class: CGPA≥4.0<5.0**   • **Fail: CGPA less than 4**

Formula for Conversion of SGPA/CGPA to Percentage: An equation to find equivalency between SGPA/CGPA may be obtained as: **Percentage Marks=(SGPA/CGPA-0.5)x10**

University UFM Policy
Nature of malpractice & Quantum of Punishment

Sr. No	Nature of Malpractice	Quantum of Punishment
I	Possession of copying material. (Copying Material in any form)	Annulment/ Cancellation of the performance of the student at the University / College examination in full * (Note: - This quantum of punishment shall apply also to the following nature of malpractices at Sr. No.(II) to Sr.No.(XII) in addition to the punishment prescribed Thereat).
II	Actual copying from the Copying material.	Exclusion of the student from University / College examination for one additional examination.
III	Possession of another student's answer book	Exclusion of the student from University / College for one additional examination. (Both the students).

IV	Possession of another student's answer-book + actual evidence of copying there from.	Exclusion of the student/s from Deemed to be University/ College examination for two additional examinations (Both the students)
V	Mutual/Mass copying	Exclusion of the students from Deemed to be University/ College examination for two additional examinations.
VI	Smuggling-out or smuggling in of answer book as copying material	Exclusion of the student from Deemed to be University /College exam for two additional exams.
	Smuggling-in of written answer book based on the question paper set at the examination.	Exclusion of the student from Deemed to be University / College examination for three additional examinations.
VII	Attempt to forge the signature of the invigilator on the answer-book or supplement.	Exclusion of the student from Deemed to be University / College examinations for four additional examinations.
VIII	Interfering with or counterfeiting of Deemed to be University /College seal, or answer-books or office Stationery used in the examinations.	Exclusion of the student from Deemed to be University /College examination for four additional examinations.
IX	Answer-book, main or supplement, written outside the examination hall or any other insertion in answer-book.	Exclusion of the student from Deemed to be University /College examination for four additional examinations.
X	To bribe or attempting to bribe any of the person/s connected with the conduct of examinations.	Exclusion of the student from Deemed to be University /College examination for four additional examinations.
XI	Using obscene language /violence/ threat at the examination centre by a student at the Deemed to be University/ College examination to invigilators / Centre-in -charge or Examiners.	Exclusion of the student from Deemed to be University /College examinations for four additional examinations
XII	(a) Impersonation at the Deemed to be University / College Examination.	Exclusion of the student from Deemed to be University /College examination for five additional examinations (both the students if impersonator is University /College student).

	(b) Impersonation examinations.	Exclusion of the student from Deemed to be University /College examination for five additional examinations (both the students if impersonator is University /College student).
XIII	Revealing identity in any form in the answer written or in any other part of the answer-book by the student at the College or Institute examination.	Annulment of the performance of the student at the Deemed to be University / College examination in full.
XIV	Found having written on palms or on the body, or on the clothes while in the Examination.	Annulment of the performance of the student at the Deemed to be University / College examination in full.
XV	All other malpractice(s) not covered in the aforesaid categories.	Annulment of the performance of the student at the Deemed to be University /College Examination in full, and severe punishment depending upon the gravity of the offence.

ATKT Rules

Admission in Semester	ATKT Rule
Semester - I	Not Applicable
Semester - II	Student will be promoted to **Semester – II** from Semester – I irrespective of subjects failed in **semester – I.** He/she is allowed to appear in failed subjects at the end of second semester ATKT exam to clear them.
Semester – III	Students can have maximum backlog of four subjects of **Semester – I.** **If backlog is more than four, he/she will not be promoted to semester – III.** (Failed subjects of semester – II will not be counted for the detention in semester – III).
Semester - IV	**Student can have maximum backlog of four subjects of semester – I and Semester – II.** He/she can either have backlog of four subjects of semester – I or semester – II or combine of both. It is restricted to four only. **If number of backlog of semester – I and Semester – II is more than four, he/she will not be promoted to semester – IV.** (Failed subjects of semester – III will not be counted for the detention in semester – IV).
Semester – V	He / She must have cleared all the backlogs of semester – I and II to get promoted to semester – V. **He/she can have maximum four backlogs of semester – III; if it is more than four he / she will not be promoted to semester - V.** (Failed subjects of semester – IV will not be counted for the detention in semester – V).
Semester - VI	**He / She can have maximum four backlogs of semester – III and IV combined to get promoted in semester – VI.** (Failed subjects of semester – V will not be counted for the detention in semester – VI).
Semester - VII	**He / She must have cleared all the backlogs of semester – III and IV.** However, maximum four backlog in semester – V is allowed to get promoted in semester – VII. If it is more than four backlogs of semester-V, he/she will not be promoted to semester – VII. (Failed subjects of semester – VI will not be counted for the detention in semester – VII).
Semester - VIII	He/She can have maximum four backlogs of semester – V and VI to get promoted in semester – VIII. **If it is more than four backlog of semester – V and VI, he / she will not be promoted to semester - VIII.** (Failed subjects of semester – VII will not be counted for the detention in semester – VIII).

- **Anti-Ragging Committee**

To provide a secure environment to the fresher students, Faculty of Management has constituted an anti-ragging committee & Squad with the objective to check and prevent any form of ragging. A combination of faculty members & students actively keep a check on ragging activities to ensure non-occurrence of such nuisance on the campus.

- **Internal Complaint Committee**

We believe in providing a safe and healthy environment in Higher Educational Institutions (HEIs) for women students and employees. ICC is responsible empowering women in HEIs through awareness on the various initiatives for capacity building of women, like women centric fellowships and scholarships, women study centres and legal provisions and advisories for women. It is also responsible to create safe spaces in HEIs for women through provision of this platform for lodging complaints related to violence and harassment against women and a helpline number and email address for reporting such issues.

- **Grievance Redressal Cell**

Grievance Redressal cell is officiating on regular basis to enquire the extent of grievances in diverse nature of Discipline & Act of Misconduct and misbehavior of students.
Objective:- A Grievance Redressal Cell has been constituted for the redressal of the problems reported by the Students of the College with the objective of encouraging the Students to express their grievances / problems freely and frankly, without any fear of being victimized.

- **Women Development Cell**

This cell meets on regular basis and conduct various activities for the awareness and wellbeing of female students.

1. To create healthy working environment for both the genders by establishing guidelines to deter any Sexual Harassment.
2. To set a process of accepting grievances on sexual harassment, gender dignity, their fair investigation and appropriate action on the findings of the enquires.
3. To encourage raising of awareness about gender sensitivity and gender equality at campus.

Placements in the industry and alignment of career with role, brand and package is to be regarded as the most critical goals of professional education. Though learning must be recognized as an end in itself, it is important that professional education facilitates the process of career advancement of students. Moreover, it has been seen that right placement happens as much because of individual brilliance and aptitude as because of strategic preparedness. The University visualizes its role as a facilitator to bring about a radical change in the employability of its students. Consequently, a comprehensive placement policy has been framed keeping in mind the aspirations of the students, their parents and expectations of the industry.

The Placement Services of the University will be available only to those students who opt to avail them and commit to abide by the requirements thereof. As per current recruitment trends, the recruitment activity starts early in pre-final year / semester (depending on the program). The students graduating in 2024, 2025 & 2026 are required to gear up for being a part of placement related activities immediately at an early stage of their program

a. To apprise students regarding the rules and regulations of the Placement Policy & subsequent processes.

b. To regulate procedures regarding taking part in placement processes & offers arising out of the same.

c. To apprise students about importance of Preparatory Sessions in improving the employment index.

d. To monitor the expected conduct of students during the processes and to specify the deterrents regarding unwarranted communication with companies or any other player/medium that might directly/indirectly affect the image of the University.

e. To lay down provisions, procedure and process for accepting Job/Internship Offers.

f. To lay down guidelines for joining of students & related rules in terms of penalization & benefits.

The detailed policy document will be discuses during the orientation ceremony.

The School attaches utmost importance to strict integrity and honesty in all segments of academic work. Any form of dishonesty including attempts to copy or help others copy in any manner is strictly prohibited. Unless specified otherwise by the instructor, students must not collaborate/syndicate in any manner in completion of home assignments and projects. All sources of information and ideas used for completion of the assignments and projects must be explicitly acknowledged. In other words, the non-referenced part of the answer as presented to the instructor should be the independent work of the students.

Attendance

An enrolled candidate shall be considered eligible for appearing in the end semester / year examination subject to the fulfillment of the following conditions:

1. A candidate has satisfactorily completed the semester if,
a. The attendance is at least **75%** in the semester / year of the course.
b. He/she has carried out the planned lab work, term-work and other curricular assignment satisfactorily during the semester / year.

2. A candidate has paid the complete Tuition Fees and Examination Fees for the current Semester / Year in stipulated time period as per the Fee Structure approved by the Regulatory Authority of the State or the University.

3. Candidate have filled in the examination form within the stipulated time period.

4. After the student have filled in the exam form, the student should have hall ticket bearing his/her name, enrollment number, photograph and authorized signature along with a Photo Identity Proof to appear in the Examination Hall.

In absence of any of the mentioned document, the student will not be allowed to appear in examination.

Mobile Phone
- Use of camera in a camera phone anywhere on campus for any undesired purpose is strictly prohibited.
- Anyone who is in violation of these rules will be charged a spot fine of Rs.500/-

CONSEQUENCES OF MISCONDUCT

Academic and non-academic misconduct would invite severe penalty.

a. Penalty for breach of academic discipline would be first decided by the concerned faculty as per the rules defined in the course outline or as may be appropriate.

b. However, a faculty may refer the case of academic misconduct to the Head of the Department/ Director, who in turn will ask the Academic Committee to take a decision.

c. The cases of non-academic misconduct can be referred by anyone to the Head of the Department/ Director. The Head of the Department/ Director will attempt to address the situation and decide on penalty, if any. However, if the nature of misconduct such which may warrant severe penalty, the Head of the Department/ Director will refer the matter to the Academic Committee, which will take a final decision.

d. The decision of Academic Committee will be conveyed by the Head of the Department/ Director to the concerned student. The decision of the Academic Committee is binding to all.

e. In any case where the result of an examination has been ascertained and published, and & it is prima facie found that such result has been affected by any malpractice, fraud or any other improper conduct on the part of a student, the Academic Dean shall appoint an ad-hoc committee to examine the matter and seek its opinion. If the opinion of the Committee confirms the mal practice on the part of the student for seeking benefits, following the process of natural justice, the Academic Dean shall amend the result as deemed necessary and order the withdrawal of the certificates/prizes/awards from the student.

f. A student expelled from the programme on the ground of academic or non- academic misconduct is ineligible for seeking admission in the University.

FEE & PAYMENT SCHEDULE

- Students are advised to collect the fee details and payment schedule from the Account Department, and make payment in full accordingly.

- Except the caution money deposit, no fees are refundable in case of withdrawal or expulsion from the programme.

- Late registration and late payment of fees is not permissible, except with the prior permission of Dean Academics.

- In case of late payment, late fees will be charged at the rate of Rs.100 per day. In exceptional cases, the Dean Academics. may grant extension of time for making payments, without late fees.

- Those who fail make all payments due, including late fees, in a particular term will not be allowed to register for the next term, and will be deemed to have withdrawn from the programme.

- The caution money deposit will be refunded only on completion of programme and if there is no due from the student. The dues, if any, will be deducted from the caution money deposit that becomes refundable as per the rules.

The Code of Conduct is given below:

1) Book will be issued for 14days only. Delay in Returning the book will be penalized. For @Rs.5per Day.

2) Library timing is 9am to 5pm

3) If the book is damaged or lost by the students then the students have to pay 25% more than MRP of that book OR New Copy of the same title, publisher & year of the publication may be allowed to replace, within limited time duration.

4) Journals or Magazine or Newspaper should not carry outside the library. The students can read it in library only.

5) Do not damage any property of the library like newspapers, journals, book, computer etc. Doing this should be penalized with Rs.500

6) Non-Book Material like CD is for use in library only.

7) If the library ticket is lost, you should inform librarian immediately.

8) For the reissue of new ticket, you have to deposit Rs.50 for the loss of each ticket. If the book issued on lost ticket will be the responsibility of the ticket holder.

9) The books will be Issued/Returned to the student on his/her own ticket only.

10) Your Mobile should be switched off in the library. If your mobile rang in library, you will be penalized with Rs.100.

11) Do not enter in the library stack room with your bags or personal books or any other materialistic things.

12) If you misbehave in the library or with the library staff, the authorized person has the right to take disciplinary action against you.

13) Whenever you are entering in library kindly sign in library entry register.

14) Marking of any kind/underlining/writing on the books is strictly forbidden.

15) Maximum allowed issue books will be 3 only and Minimum will be 2.

The Code of Conduct is given below:

A. Be responsible for using computing facility in an effective, ethical, and lawful manner. Individual users are responsible for their own actions. For example, if a user transmits illicit materials or stores illegal software, that individual user is responsible for such actions and may be held accountable for all consequences and repercussions arising from such actions.

B. Be aware that wasteful or inefficient use of resources may result in significant expenses for university or result in a reduction in the level of service to other users

C. Use only those facilities for which student has permission.

Students are encouraged to report any violations of above rules and any information relating to flaws in the computing facility security, to the appropriate Lab Attendent/Faculty/HOD.

Students Involvement in Government Supported Initiatives

SWAYAM

SWAYAM is a programme initiated by Government of India and designed to achieve the three cardinal principles of Education Policy viz., access, equity and quality. Institute encourage students to register for SWAYAM and actively use SWAYAM resources for their knowledge and skills augmentation Committees for the Students.

National Digital Library (NDL)

The National Digital library of India (NDL) is a project under Ministry of Human Resource Development, India. The objective is to integrate several national and international digital libraries in one single web-portal. Students actively use NDL database for getting access to various e-books, video lectures, audio lectures, research papers, journals, magazines and other online resources. These resources are extremely useful to students in enriching their subject knowledge.

Norms for Students Startup

It is applicable to all students/Alumni of the University.

To identify a problem that is realistic, innovative, creative, and associated with real- world issues.

The solutions may be included in National Innovation Contest Organized by MHRD Innovative Cell (IIC) and YUKTI, GOI.

Any novel technological idea that can be upgraded for the commercial proposition, scaling up a laboratory proven concept qualifies for a pre-incubation project. Innovative ideas to go through the pre-incubation step and it is expected that the innovator is interested in commercializing the technology to move to registering the Business within a year of pre-incubation.

Selected Ideas to be admitted to "Innovation Space" the pre incubation facility of Swarrnim Startup and Innovation University and the university will provide free working space for the nascent entrepreneurs.

Each student group to be assigned to a senior faculty member for mentorship. Under the mentorship the group/s to prepare a prototype. The student can use the laboratory and other resources of the university for developing the prototype.

The startup to be registered as a student business entity – Partnership, LLP, Private Limited Company, One Person Company. Startups to provide a copy of the registration certificate/letter to their academic institution.

Swarrnim Incubation center can be utilized by external students who wish to incubate his startup idea. There is an incubation agreement for external students.

If the student of Swarrnim Startup and Innovation University want to quit from his startup, other students who are his team member in the startup can take a lead and run the organization or allow another student to join their startup.

Incubation Support:

Upon completion of the pre-incubation process, successful students to be admitted into the incubation program for converting the novel ideas into successful startups. Startups to be promoted and supported by the university in the following ways:

The access to pre-incubation and Incubation facility to startups by students, staffs, faculties and alumni for a mutually acceptable time-frame but should not be more than 30 months)

The SSIP of Government of Gujarat Rs. 20 lakhs to be earmarked annually in cash and/ or kind for Innovation and Entrepreneurial activities (Seed grant for prototype development/ Capability enhancement activities)

IE Courses at different semester: are the flagship program to be launched as an initiative of the Swarrnim Startup and Innovation University for nascent entrepreneurs (Youth Entrepreneurs/Student Entrepreneurs). The startups shall be administered by an advisory board that includes representatives from the schools of Engineering, Agriculture, Life Sciences, and Management.

Students are required to carefully read Startup Policy and related policies in detail

The placement policy is applicable for students enrolled in stand-alone regular programs for the students graduating in 2024, 2025 & 2026. The policy will be applicable till the last day of teaching of the term.

Eligibility & Debarment for students graduating in 2024, 2025 & 2026.

Eligibility &Debarment	
rolment	l students (graduating in 2024, 2025 & 2026 or equivalent, for admission batches 2022, 2023 & 2024 onwards) are eligible to register for Career Services.
Temporary Debarment	• For students registered for career services and later having less than the minimum CGPA as mentioned above or more than 2 standing arrears, will be temporarily debarred from career services until they again secure above mentioned minimum CGPA. • Temporary Debarment status will be updated after End-Term Exam Result • CTCP Activities will not be scheduled for Temporary Debarred students.
Important: A student once permanently debarred from placement services at any point of time cannot later become part of the placement process at any given stage.	

Important Notes:

Students must not change their email address & mobile numbers. Student mobile Nos. and E-mail Ids (although can be updated by student) changes shall be avoided as this information is frequently shared with prospective recruiters by Organisation.

Keep a decent E-mail ID.

Organisation shall not be responsible for any loss of communication due to phone nos./E-mail ids not reachable due to any reason.

Do's and Don'ts

It is advised that students must maintain a minimum 6.67 CGPA (or equivalent) with no standing arrears to be eligible for enough placement opportunities.

Go for Internships with good organizations/companies.

Get yourself industry-certified on latest technologies/tools through industry-certifications or industry-run MOOCs in your respective program/discipline.

Have live projects / research work (in related area of your program/discipline) to showcase your knowledge and skills to employer.

Strengthen your aptitude and reasoning abilities.

Your CV/resume and ensure you mean every word and you are able to justify your skills mentioned in it.

Disclaimers:

(i)   Minimum attendance criteria for CTCP Classes is 90%, failing in this criteria can lead to debarred you from placement drives.

(ii)   Students are required to note that the placement service is a facility offered by the University and cannot be taken as a guarantee of a job offer. The decision regarding making job offers is left to the discretion of the companies participating in the campus recruitment.

(iii)   In case of any issue arising out of this policy and interpretation thereof; decision regarding any point not covered under this policy; and in case of any provision/decision being changed, modified or overridden, Authorized Signatory shall be the final authority.

Students are required to carefully read Placement Policy and related policies before opting the Career Services.

SWARNIM
STARTUP & INNOVATION UNIVERSITY
WHERE IDEAS COME ALIVE
INDIA'S FIRST UNIVERSITY FOR STARTUP

SWARNIM
SCHOOL OF MANAGEMENT, COMMERCE & LIBERAL ARTS

LIST OF EVENTS (ODD SEM) YEAR 2024-25

No.	Name Club/Committee	EVENT	SCHEDULE
1	Anti Ragging Committee	Anti Ragging Awareness	01.08.2024
2	Hunar Manch	Blind Art	08.08.2024
3	Business Baazigar	Branding/Advertising/Marketing	12.09.2024
4	Workshop	Student Workshop	27.09.2024
5	Hunar Manch	Face Painting	10.10.2024
6	Business Baazigar	Leadership	17.10.2024
7	Business Baazigar	Trivia Games for Finance Concepts	27.11.2024
8	Anti Ragging Committee	Anti Ragging Theme Based Competition	29.01.2025
9	Hunar Manch	Open Mic	13.02.2025
10	FDP	Faculty Development Program	28 Feb 2024
11	Hunar Manch	Fusion Dance	13.03.2025
12	Business Baazigar	Business Idea-2025	27.03.2025
13	Hunar Manch	Live Exhibition	10.04.2025
14	Business Baazigar	Role Play	22.04.2025

The School reserves the right to alter, modify or change the rules and other contents of this handbook in general interest of the students and academic discipline of the School.

Bhoyan Rathod, Opposite IFFCO, Near ONGC WSS, Adalaj Kalol Highway, Gandhinagar, Gujarat – 382420.

Visit our Website