

J.D. BIRLA INSTITUTE
Department of Management

7th January 2021

NOTICE

Expression of Preference for Specialisation Subject in the BBA 6th Semester

The current 3rd Year 5th semester students are hereby instructed to fill-in the Google Form to express their respective preferences for Specialisation between - (1) Marketing Management and (2) Financial Management and **submit it latest by 10th January 2021**. Any submission beyond the deadline will not be entertained. Also before filling it up the Google form, kindly read through the disclaimer carefully.

Disclaimer:

1. Students will write their first preference only. Therefore, if a student gives his/her first preference as “Financial Management” the default second preference will be “Marketing Management” and vice versa.
2. Mere expression of preference by a student does not guarantee the student of his/her choice of specialisation. This is because of limited seats in respective specialisations and selection shall be based on merit.
3. For those students who opted for "Financial Management" as their preferred specialisation, the weighted average of marks obtained on the following four subjects will be considered:
 - a) Business Mathematics [BBA 102]
 - b) Financial Management [BBA 305]
 - c) Business Costing [BBA202]
 - d) Business Accounting [BBA 104]
4. Top 60 students (based on merit) will be offered “Financial Management” as specialisation and rest will be offered “Marketing Management”. However if students have selected Marketing as their preferred specialization will be offered the same.
5. Any form received after the deadline given will not be entertained.

Principal
J.D. Birla Institute