

SEMESTER WISE BBA COURSE STRUCTURE

BBA Program Structure 2018-19.

(As per UGC guidelines – template for BBA – 136 credits)

BBA – Sem I and Sem II w.e.f 2018-19

Semester I				Semester II			
Code	Course Title	Credit	Examination Pattern	Code	Course Title	Credit	Examination Pattern
101	Business English - Communication.	4	UE & IA	201	Environmental Science	2	CCA
102	Business Organization & Systems	4	UE & IA	202	Principles of Management	4	UE & IA
103	Micro Economics	4	UE & IA	203	Macro Economics	4	UE & IA
104	Business Accounting.	4	UE & IA	204	Management Accounting	4	UE & IA
105	Foundations of Mathematics and Statistics	4	UE & IA	205	Business Statistics	4	UE & IA
106	Community Work-I	2	CCA	206	Community Work – II	2	CCA
	Career & Life Skills				Swachha Bharat Abhiyan		
	Waste management				Sectoral Analysis		
					Smart Cities		
	Total Credits →	22				20	

Exam Evaluation Pattern

- CCA – Comprehensive Continuous Assessment
- UE – University Evaluation
- IA – Internal Assessment

Semester III				Semester IV					
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
301	SEC	Computer Applications for Business(Theory - 3 & Lab -2)	4	CCA	401	SEC	Enhancing Personal & Professional Skills (Theory - 3 & Lab -2)	4	CCA
302	C	Organizational Behavior.	4	UE & IA	402	C	Human Resource Management	4	UE & IA
303	C	Principles of Marketing.	4	UE & IA	403	C	International Business	4	
304	C	Introduction to Financial Management	4	UE & IA	404	C	Business Research	4	UE & IA
305	C	Entrepreneurship Development	4	UE & IA	405	C	Business Laws.	4	UE & IA
306	GE	Community Work	3	CCA	406	GE	Community Work	3	CCA
		Start-up Management					Basics of Taxation		
		Agro Tourism					Yoga - I		
		Total Credits→	23					23	

Courses Types

- AECC/SEC – Ability Enhancement Compulsory Course / Skill Enhancement Course (Lab / Practical / Demo etc)
- C - Core Course - Compulsory for BBA Discipline
- GE - Generic Elective – Open Elective / Interdisciplinary
- DSE - Discipline Specific Elective

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Semester V				Semester VI					
Code		Course Title	Credit	Examination Pattern	Code		Course Title	Credit	Examination Pattern
501	SEC	Summer Internship Report & Viva	6	CCA	601	SEC	Industrial Exposure. (Mini Project)	5	CCA
502	C	Services Management	4	UE & IA	602	C	Introduction to Strategic Management	4	UE & IA
503	DSE	Elective Paper – I	4	UE & IA	603	DSE	Elective Paper – III.	4	UE & IA
504	DSE	Elective Paper – II	4	UE & IA	604	DSE	Elective Paper – IV	4	UE & IA
505	C	Introduction to Operations Research	4	UE & IA	605		Disaster Management	4	CCA
506	GE	Social Media Management	2	CCA	606	GE	Business Ethics	3	CCA
		Road Safety & Management					Basics of Hospitality Management		
		Event Management					Yoga - II		
		Total Credits →	24					24	

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Specializations Offered:

Marketing Management	Human Resource Management
Financial Management	International Business Management
Entrepreneurship Development	Financial Markets

Note : ADD ON Courses :

Courses such as mentioned below may be introduced as ADD-ON courses separately. The Add on Courses are not compulsory for the students and may be introduced on demand on Payment basis, with prior approval of concerned authorities)

- a) Foreign Language
- b) Office Automation Tools
- c) Supply Chain Management
- d) Event Management