

# SYLLABUS FOR BBA

YEAR - 1

## SEMESTER - 1

CODE	Theory NAME OF THE PAPER	Period		Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE		
BBA 101	PRINCIPLES & PRACTICES OF MANAGEMENT	3	2	0	40	60	100	5
BBA 102	MICRO-ECONOMICS	3	1	0	40	60	100	4
BBA 103	MACRO-ECONOMICS	3	1	0	40	60	100	4
BBA 104	INFORMATION TECHNOLOGY IN MANAGEMENT -- 1 [Office / Productivity Suites]	4	0	0	40	60	100	4
BBA 105	MARKETING MANAGEMENT -- 1 [Marketing & Sales]	4	2	0	40	60	100	6
BBA 106	COMMUNICATIVE ENGLISH	3	1	0	40	60	100	4

### Sessional

CODE	NAME OF THE PAPER	Period		Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	CPA	ESE		
BBA 107	Lab 104	0	0	2	20	30	50	1
<b>TOTAL</b>							<b>650</b>	<b>28</b>

## SEMESTER - 2

CODE	Theory NAME OF THE PAPER	Period		Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE		
BBA 201	BUSINESS ORGANIZATION & ENVIRONMENT	3	1	0	40	60	100	4
BBA 202	FINANCIAL MANAGEMENT -- 1 [Financial Accounting]	3	1	0	40	60	100	4
BBA 203	HUMAN RESOURCE MANAGEMENT -- 1 [Organizational Behavior]	3	2	0	40	60	100	5
BBA 204	BUSINESS MATHS & STATS -- 1 [Mathematical Economics]	3	1	0	40	60	100	4
BBA 205	INFORMATION TECHNOLOGY IN MANAGEMENT -- 2 [Management Information System]	4	0	0	40	60	100	4
BBA 206	BUSINESS ENGLISH	3	1	0	40	60	100	4

### Sessional

CODE	NAME OF THE PAPER	Period		Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	CPA	ESE		
BBA 207	Lab 204	0	0	2	20	30	50	1
<b>TOTAL</b>							<b>650</b>	<b>26</b>

*[Handwritten Signature]*

YEAR - 2

SEMESTER - 3

CODE	Theory NAME OF THE PAPER	Period			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL		
BBA 301	MARKETING MANAGEMENT - 2 [Consumer Behavior]	3	2	0	40	60	100	5	5
BBA 302	FINANCIAL MANAGEMENT - 2 [Managerial Accounting]	3	1	0	40	60	100	4	4
BBA 303	HUMAN RESOURCE MANAGEMENT - 2 [Human Resource Management]	3	2	0	40	60	100	5	5
BBA 304	BUSINESS MATHS & STATS - 2 [Mathematical Statistics]	4	1	0	40	60	100	5	5
BBA 305	CORPORATE COMMUNICATION	3	1	0	40	60	100	4	5
BBA 306	BUSINESS TAXATION [Elective 1]	2	1	0	40	60	100	3	3
BBA 307	PSYCHOLOGY [Elective 2]	2	1	0	40	60	100	3	3
	TOTAL						600	26	27

Either Elective 1 or Elective 2 can be opted.

SEMESTER - 4

CODE	Theory NAME OF THE PAPER	Period			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL		
BBA 401	STRATEGIC MANAGEMENT	3	2	0	40	60	100	5	5
BBA 402	PRODUCTION AND OPERATIONS MANAGEMENT	3	2	0	40	60	100	5	5
BBA 403	OPERATIONS RESEARCH AND LOGISTICS	3	2	0	40	60	100	5	5
BBA 404	PROJECT & EVENT MANAGEMENT	3	1	0	40	60	100	4	4
BBA 405	SOCIAL & MARKETING RESEARCH	4	2	0	40	60	100	6	6
BBA 406	ENTREPRENEURSHIP DEVELOPMENT PROGRAMME [Elective 1]	3	1	0	40	60	100	4	4
BBA 407	BUSINESS ETHICS, CORPORATE GOVERNANCE, & SOCIAL WORK [Elective 2]	3	1	0	40	60	100	4	4
	TOTAL						600	29	29

Either Elective 1 or Elective 2 can be opted.

YEAR - 3

SEMESTER - 5

CODE	Theory NAME OF THE PAPER	Period			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL		
BBA 501	RETAIL MANAGEMENT	3	2	0	40	60	100	5	5
BBA 502	INDIAN FINANCIAL SYSTEM	3	1	0	40	60	100	4	4
BBA 503	SECURITY ANALYSIS & PORTFOLIO MANAGEMENT	2	1	0	40	60	100	3	3
BBA 504	E-COMMERCE	3	1	0	40	60	100	4	4
BBA 505	O-J-T [4 WEEKS INTERNSHIP IN AN INDUSTRY]	N/A	N/A	N/A	N/A	200	200	10	NA
	TOTAL						600	26	16

*[Handwritten signatures and initials are present at the bottom of the page, including 'S.S.', 'A.P.', and 'S.S.']*

## SEMESTER - 6

CODE	NAME OF THE PAPER	Theory			Period			Evaluation Scheme			CREDIT	HOURS
		LECTURES	TUTORIALS	PRACTICALS	MSE	ESE	SUB-TOTAL	MSE	ESE	SUB-TOTAL		
BBA 601	SERVICES MARKETING	3	2	0	40	60	100	40	60	100	5	5
BBA 602	INTERNATIONAL FINANCE	3	2	0	40	60	100	40	60	100	5	5
BBA 603	RISK MANAGEMENT	3	1	0	40	60	100	40	60	100	4	4
BBA 604	BUSINESS LAW AND INDUSTRIAL RELATIONS	3	1	0	40	60	100	40	60	100	4	4
BBA 605	MANAGEMENT THESIS [BASED ON 2 WEEKS INTERNSHIP IN SERVICES INDUSTRY]	N/A	N/A	N/A	N/A	200	200	N/A	200	200	8	NA
	TOTAL						600			600	26	18
	GRAND TOTAL:											
	CREDITS = 161											
	MARKS = 3700											

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