

Common Course Structure for all the BBA Programs

FIRST YEAR

Semester: 1

Semester: 2

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 101	Business Communication	4	0	0	4	BBA 102	Principles of Macro Economics	4	0	0	4
BBA 103	Financial Accounting - I	4	0	0	4	BBA 104	Financial Accounting - II	4	0	0	4
BBA 105	Principles of Management	4	0	0	4	BBA 106	Business Statistics and Mathematics -II	4	0	0	4
BBA 107	Business Statistics and Mathematics -I	4	0	0	4	BBA 108	Organizational Behavior	4	0	0	4
BBA 109	Principles of Micro Economics	4	0	0	4	BBA 110	Marketing Management	4	0	0	4
BBA 111	Computer Applications –(T)	2	0	0	2	BBA 112	Environmental Studies	3	1	0	4
BBA 113	Computer Applications –(L)	0	0	6	2	BBA 114	Calculus – I	3	0	0	3
	TOTAL	22	0	6	24		TOTAL	26	1	0	27

SECOND YEAR:**Semester: 3****Semester: 4**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 201	Cost Accounting	4	0	0	4	BBA 202	Corporate Law	4	0	0	4
BBA 203	Business Law	4	0	0	4	BBA 204	Entrepreneurship	4	0	0	4
BBA 205	Financial Services	4	0	0	4	BBA 206	Management Accounting	4	0	0	4
BBA 207	Business Taxation and Practice	4	0	0	4	BBA 208	Research Methods in Management	4	0	0	4
BBA 209	Financial Management	4	0	0	4	BBA 210	Corporate Governance and Business Ethics	4	0	0	4
BBA 211	Human Resources Management	4	0	0	4	BBA 212	Management Information Systems	4	0	0	4
BBA 213	Calculus – II	3	0	0	3						
	TOTAL	27	0	0	27		TOTAL	24	0	0	24

THIRD YEAR:**Semester: 5****Semester: 6**

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 301	International Business Management	4	0	0	4	BBA 302	Total Quality Management	4	0	0	4
BBA 303	Business Analytics	4	0	0	4	BBA 304	E- Business	4	0	0	4
BBA 305	Summer Internship Project	-	-	-	6	BBA 306	Local Project	-	-	-	4
	Specialization Subject 1	4	0	0	4		Specialization Subject 1	4	0	0	4
	Specialization Subject 2	4	0	0	4		Specialization Subject 2	4	0	0	4
	Specialization Subject 3	4	0	0	4		Specialization Subject 3	4	0	0	4
	Specialization Subject 4	4	0	0	4		Specialization Subject 4	4	0	0	4
	TOTAL	24	0	0	30		TOTAL	24	0	0	28

SPECIALIZATION SUBJECTS

BBA (e-Banking and Finance)

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 307	Modern Banking	4	0	0	4	BBA 308	Credit Operations	4	0	0	4
BBA 309	Banking Technology	4	0	0	4	BBA 310	Recovery Management	4	0	0	4
BBA 311	Banking Products	4	0	0	4	BBA 312	International Banking	4	0	0	4
BBA 313	Capital Management by Banks	4	0	0	4	BBA 314	Banking Law & Practice	4	0	0	4
TOTAL		16	0	0	16	TOTAL		16	0	0	16

BBA (Financial Markets)

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 315	Regulatory Aspects of Financial systems & Capital Markets	4	0	0	4	BBA 316	Financial Derivatives	4	0	0	4
BBA 317	Customer Relationship Management	4	0	0	4	BBA 318	Commodities Market	4	0	0	4
BBA 319	Security Analysis And Valuation	4	0	0	4	BBA 320	Mutual Funds & Risk management	4	0	0	4
BBA 321	Portfolio Management	4	0	0	4	BBA 322	Forex Management & World Financial Institutions	4	0	0	4
TOTAL		16	0	0	16	TOTAL		16	0	0	16

BBA (Professional)

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 323	Project Management	4	0	0	4	BBA 324	Corporate Financial Strategy	4	0	0	4
BBA 325	Risk Management	4	0	0	4	BBA 326	Advanced Financial Reporting	4	0	0	4
BBA 327	Financial Reporting	4	0	0	4	BBA 328	Relationship Management	4	0	0	4
BBA 329	Strategic Management	4	0	0	4	BBA 330	Advanced Management Accounting	4	0	0	4
	TOTAL	16	0	0	16		TOTAL	16	0	0	16

BBA (Logistics and Supply Chain)

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 331	Managing Business Process Flows – I	4	0	0	4	BBA 332	Managing Business Process Flows - II	4	0	0	4
BBA 333	Logistics Systems – I	4	0	0	4	BBA 334	Logistics Systems – II	4	0	0	4
BBA 335	Supply Chain Planning	4	0	0	4	BBA 336	Optimization Methods in Management Science - I	4	0	0	4
BBA 337	Optimization Methods in Management Science - I	4	0	0	4	BBA 338	Export and Import Logistics	4	0	0	4
	TOTAL	16	0	0	16		TOTAL	16	0	0	16

BBA (Human Resources)

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 339	Recruitment and Selection	4	0	0	4	BBA 340	Human Resource Development	4	0	0	4
BBA 341	Organizational Performance Management	4	0	0	4	BBA 342	International Human Resource Management	4	0	0	4
BBA 343	Performance Appraisals	4	0	0	4	BBA 344	Interpersonal Effectiveness & Employee Engagement	4	0	0	4
BBA 345	Industrial Relation And Labour Legislation	4	0	0	4	BBA 346	Contemporary Human Resource Practices	4	0	0	4
	TOTAL	16	0	0	16		TOTAL	16	0	0	16

BBA (Marketing)

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 347	Consumer Behaviour	4	0	0	4	BBA 348	Advertising and Branding	4	0	0	4
BBA 349	Retail Management	4	0	0	4	BBA 350	International Marketing	4	0	0	4
BBA 351	Rural Marketing	4	0	0	4	BBA 352	Services Marketing	4	0	0	4
BBA 353	Distribution and Salesmanship	4	0	0	4	BBA 354	Visual Merchandising	4	0	0	4
	TOTAL	16	0	0	16		TOTAL	16	0	0	16

BBA (Insurance and Risk Management)

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 355	Introduction to Insurance	4	0	0	4	BBA 356	Life Assurance Underwriting	4	0	0	4
BBA 357	Legal Aspects Of Insurance Business	4	0	0	4	BBA 358	Foundation Of Actuarial Science	4	0	0	4
BBA 359	Mathematical Basis Of Life Assurance	4	0	0	4	BBA 360	Insurance Accounting	4	0	0	4
BBA 361	Insurance Risk Management	4	0	0	4	BBA 362	Practice of General Insurance	4	0	0	4
	TOTAL	16	0	0	16		TOTAL	16	0	0	16

BBA (Family Business Management)

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 363	Entrepreneurial Marketing & Negotiation	4	0	0	4	BBA 364	Working Capital Management	4	0	0	4
BBA 365	Entrepreneurial Finance	4	0	0	4	BBA 366	New Venture Creation	4	0	0	4
BCM 307	Business Analysis	4	0	0	4	BBA 368	Entrepreneurial Biographies	4	0	0	4
BBA 369	Technology Selection and Management	4	0	0	4	BBA 370	Operations Management & Family Business Synergies	4	0	0	4
	TOTAL	16	0	0	16		TOTAL	16	0	0	16

BBA (Hospitality and Tourism)

Semester: 5

Semester: 6

Subject Code	Subject Title	L	T	P	C	Subject Code	Subject Title	L	T	P	C
BBA 371	Food and Beverage Management I	4	0	0	4	BBA 372	Food & Beverage Management II	4	0	0	4
BBA 373	Travel Agency and Tour Operations	4	0	0	4	BBA 374	Event Management	4	0	0	4
BBA 375	Accommodation Management	4	0	0	4	BBA 376	Tourism Marketing	4	0	0	4
BBA 377	Tourism and Hospitality Management	4	0	0	4	BBA 378	Tour Report*	-	-	-	4
	TOTAL	16	0	0	16		TOTAL	12	0	0	16

* Only Internal Evaluation, no end semester exam. Grading based on marks allotted to Report out of 100.

ALL BBA (Programs) - 2015 Batch

1. PERFORMANCE REQUIREMENTS

- 1.1 A student shall obtain a minimum of 'E' grade in all the subjects, including the Project.
- 1.2 A student shall accumulate a minimum of 31 Credits at the end of First year and 82 credits at the end of Second year to be eligible to register for the Second and Third year respectively.
- 1.3 A student shall also secure minimum CGPA of 5.0 for Graduation at the end of the third year